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THE BULL DOG

Devoted to the Interests of
BAKERS, CONFECTIONERS, ICE CREAM MAKERS AND SODA WATER DISPENSERS

Vol. 9 FEBRUARY, 1919 No. 5

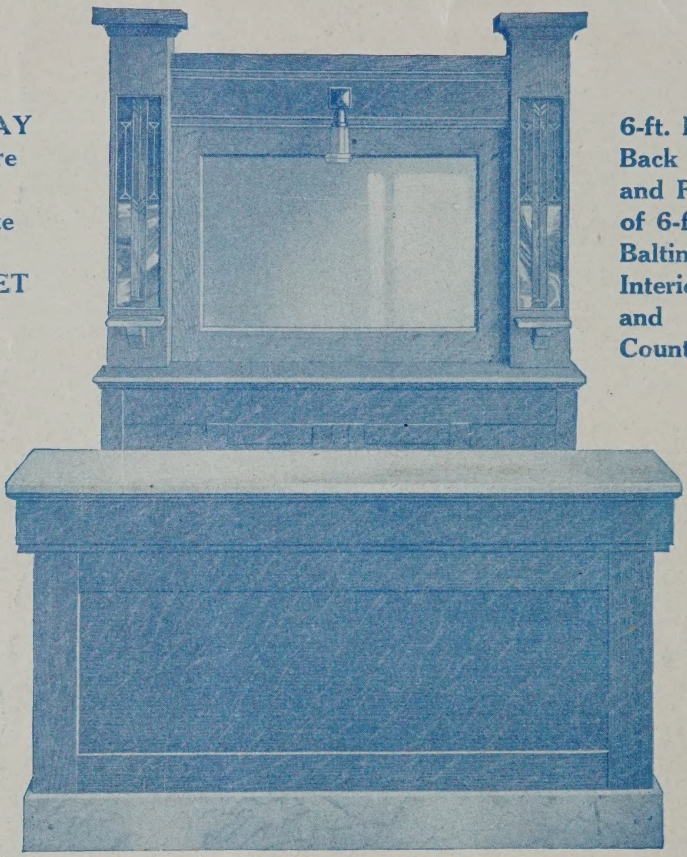
Published Monthly by
The S. W. Noggle Wholesale and Manufacturing Co.
SIXTEENTH STREET AND BALTIMORE AVENUE, KANSAS CITY, MO.

THE BULLDOG

START THE SEASON WITH

A Bilt-Rite Quality Fountain

You PAY no more for a Bilt-Rite —but you GET more.



6-ft. Elgin Back Bar and Front of 6-ft. Baltimore Interior and Counter.

This outfit, one of several "Bilt-Rite" Patterns we carry in stock, is one of the biggest values we offer in Fountains. It is complete in itself, and can meet the demand of a heavy trade. It cannot do what an 8 or 10 foot size will do, but it cannot be equaled as a money-maker in size for the price.

Built of oak with colored art glass panels and handsome mirror and electrolier, makes this back bar a beauty. Fountain outfit can be furnished with one or two draft arms, as desired. You have, in six feet, all the essentials of a full-grown Fountain—six syrup pumps, four crushed fruit bowls, one ice cream packer, plenty of work-board and a sink.

We carry a complete line, from the smallest outfit to the most elaborate. Ask for special Soda Fountain folder.

The S. W. Noggle Company

KANSAS CITY, MO.

The Bull Dog

—Trade-Mark, Registered—

Published Monthly By

THE S. W. NOGGLE WHOLESALE & MANUFACTURING COMPANY

Sixteenth St. and Baltimore Ave., Gateway Station, Kansas City, Missouri

Devoted to the Interests of

The Baker, the Confectioner, the Ice Cream Maker and the Soda Fountain Dispenser

Subscription, Free to the Trade; to All Others, 10c a Copy; $1.00 a Year.

Please address all correspondence regarding this publication to

EDITOR, THE BULL DOG,

Care S. W. Noggle Wholesale and Manufacturing Company, Gateway Station, Kansas City, Mo.

Vol. IX FEBRUARY 1919 No. 5

OPPORTUNITY.

They do me wrong who say I come no more
When once I knock and fail to find you in;
For every day I stand outside your door
And bid you wake and rise to fight and win.
Wail not for precious chances passed away!
Weep not for golden ages on the wane!
Each night I burn the records of the day,
At sunrise every soul is born again.
—Walter Malone.

—N-O-G-G-L-E—

THE BULL-HEAD EMPLOYE.

There are bull heads and bull-heads, but the biggest one of all is the workman who stands in his own light and advancement by going around with a chip on his shoulder, doing his work because he has to, but with a sullen expression on his countenance and grouchy words when answering fellow workers and employes. He is one of those fellows who is tickled to death when his pay goes on during a few days' illness or when any special favors are rendered him, but it is for the moment only. He is one-sided—thinks the other fellow is trying to make him unnecessary work, and refuses to co-operate, or gives a short answer when requested to do something that has been a part of his duty, so that rather than have trouble the fellow-employe does the job himself.

He wonders why the other fellow gets promotions and favors. He is sore because his progress is slow. He is sore when at work, and sore if laid off. There is nothing else to expect from him. His present job is only his by reason of "possession"—the poorest kind of a recommendation. It is only a question of time until he is "permitted" to take another job, and as soon as he gets acquainted in the new place—the newness worn off, during which time "best sides" are shown—he drops into his old grouchy habit again, and queers himself in the new job.

Sometimes these bumpy grouches have ability, and could get some place if they could work over their methods a little. It is strange they don't see it. It would be so easy to sweeten up a bit, and not feel that every request from a fellow employe was a desire to "hand" him something.

There is often friction in a large business between different departments—office and selling, or office and shipping—which should not exist. Co-operation on the part of employes put all in better line for promotion, and the current work is certainly more pleasant for all concerned.

Forget your grouch. Take on a smile, and a willingness, just as a try-out. Let the other fellow "ride" you a little. The "boss" knows who is doing the work, and the spirit behind it. Recognition (and retribution) will come sooner or later.

—N-O-G-G-L-E—

NOTHING LEFT TO KICK ABOUT.

"When the last restriction's abated,
When butter and sugar and wheat
Return to the menus we've hated—
And really mean something to eat;
When nothing is non-essential
And living is normal again,
When gone is the life penitential—
Of what shall we all complain?"

NOW—TODAY.

Are you in earnest? Seize this very minute!
What you can do, or think you can, begin it.
Boldness has charm, power, and magic in it.
Start now, and then the mind grows heated.
Begin, and then the task will be completed.

—N-O-G-G-L-E—

AN EMPLOYER'S IDEA.

An employer of some two thousand men and women said:

"I have often thought I would like to sit down and talk with my employes, every one of them. That is impossible, on account of the limitations of time. But I have hit upon an equivalent for this. Every Saturday I put in the pay envelope of each one in my employ a personal message—just a little slip of paper, headed, 'Your Employer Is Talking to You.' For instance, one week this was the message:

" 'This is a personal message from your employer to you. It is from one human being to another. These messages will be sent to you from time to time. Their purpose is that we may understand each other better. Your employer is not talking down to you. He is talking level with you. My point today is that we are working together in the same business. The success of that business means a great deal to both of us. Let us stick together and resist any influence that tries to pry us apart.'

"The next week I talked to them a bit on money, as follows:

" 'It is foolish to despise money. We all work for money. We all want all we honestly earn. Money means advantages for ourselves and those we love. Of course, there are higher aims in life than money, but to attain those aims we need first to settle the money question intelligently. We ought to earn our money honestly, to save it carefully, to spend it prudently, and to invest the surplus wisely so as to insure ourselves against sickness and loss. If we get the money question straight in our minds it will do much toward realizing our happiness and success.'

"The third week my little sermon was on honesty:

" 'There are no degrees in honesty. Honesty is a state of mind. The old saying is not true that "It is a sin to steal a pin, it is greater to steal a 'tater." The man who dodges paying his nickel on the street car and the man who conducts a $100,000 stock swindle are both plain thieves. We ought to be honest for the sake of our own peace of mind. Whether we gain much or little by our dishonesty makes no difference. Let us be honest in work, honest in play, honest in trade and honest in love. At least then we will have our own self-respect and be happy. What more can anyone want'?

"Then I followed with one on morale:

" 'Morale is a military term. It means the spirit or general feeling of the troops. When soldiers are all united in purpose and enthusiastic and determined, they can easily conquer disheartened foes. Morale is just as necessary in a business as in an army. When we all love our work, are enthusiastic about the business, are not jealous and contentious, and work cheerfully together, we can accomplish great results.'

"These are samples of talks from employers. I have tried to make them in a democratic spirit, and they have been very well received. A great many have written to me in reply. It seems to me that I have not only helped my business, I have made it more human, and the spirit of my concern has improved a hundred per cent"—Dr. Frank Crane.

—N-O-G-G-L-E—

SPECIAL DAYS FOR FEBRUARY.

If you took the Bull Dog's advice, given months ago, you are now ready for the red-letter days that February brings to the baker, confectioner and fountain dispenser. If you didn't get ready, paste this list up where you can see it frequently, as a reminder for next year.

Here is the special list for February:
Feb. 2nd—Ground Hog Day.
Feb. 12th—Lincoln's Birthday.
Feb. 14th—St. Valentine's Day.
Feb. 22nd—Washington's Birthday.

—N-O-G-G-L-E—

The bakery business is going to boom. With all restrictions off, and materials getting more plentiful daily, now is the time to plan for a big increase in your trade.

"PHILOSOPHY" FOR 1919.

Don't criticize your neighbor's faults,
no matter what they do;
Don't ridicule the masses, or malign the
chosen few;
Don't think yourself a censor of the silly
human flock—
And just remember as you go, that any
chump can knock.
Don't laugh at those who make mistakes,
or stumble by the way
For you are apt to follow them—and
almost any day.
Don't think the other's shifting sand
while you are solid rock—
And don't forget, for heaven's sake, that
any chump can knock.
Don't be a puller-down of fame on other
men conferred;
Don't give a parting kick to one who
fell because he erred,
Don't think that you are perfect and the
only one in stock—
And now, once more, just bear in mind
that any chump can knock!

—Northwestern Merchant.

—N-O-G-G-L-E—

TAKING HIS LAST DRINK.

Since January 1, legislatures of more than 36 states (the required majority) have passed the National Prohibition amendment, which is designed to make the Nation "dry" after one year from the date of its adoption. This means about January 16, 1920. But before that date, to-wit, on July 1, 1919, unless the American army is demobilized sooner, the Nation becomes dry under a war-time proclamation by the President.

Between the two, it would seem that Old Man Booze is to get his quietus. And it's high time. Looking back over business careers, both as it affected the individual (boss or workman) and the business itself, booze has always been a detriment, a hindrance, a blight, a curse.

On all sides now comes expressions of the belief that the going of booze will be good for business. The money that once passed over the bar counters and went to pile up colossal fortunes for brewers and liquor dealers, will now go largely into the till of the baker, the butcher, the grocer, and others. Besides, work will go on less interruptedly—no more "sprees," and consequent loss of time, and inefficient service.

Hail the day, when Booze goes!

—N-O-G-G-L-E—

UNCLE SILAS SAYS.

Cheerful customers buy more goods, but you can't have cheerful customers if you have grouchy, grumbling clerks waiting on them.

When a merchant gets to where he knows so much about his business that he can learn nothing from his trade paper, it is time for him to "graduate"—and quit.

The more business you do, the more reason for doing it right. A big business will spring more leaks than a small business.

If you lack the courage to say "No" to the man who asks for credit and is not entitled to it, you well deserve to lose the amount of his account.

—N-O-G-G-L-E—

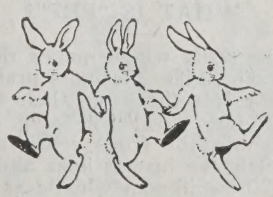
HIGH PRICES TO CONTINUE.

It is generally agreed, says a food authority, that as soon as the guarantee on wheat and hogs is abolished prices for practically all commodities will fall to a peace level. In the meantime, it must be remembered that millers will be compelled to market their flour under existing rules and conditions or shut down.

—N-O-G-G-L-E—

"Give to the people what they want—quality goods—and they will give you what you want—their trade."

—N-O-G-G-L-E—



Coming! Easter Sunday, April 20.

GET READY NOW!

Bakery trade papers are all agreed that the coming of National Prohibition will bring a welcome change to the working conditions of bakeshops, and an increased volume of business. Especially will the latter be true as regards cakes and pastries. Sugar in some form will have to supply the place of old-time intoxicants, and it will be up to the baker to supply his part of this craving of the human appetite.

Sweet goods can be produced in almost unlimited variety by the baker, and there is no reason why, if he is wide-awake and quality-supplying, that he should not get more than his share of the hitherto "liquid refreshment" business. Of course the soda man and the confectioner will come in for a liberal share of the former boozer's trade, but if the baker will just remember that his goods are of the more substantial character, such as can go in the home, on the dinner table and form a part of every day's meal, he surely has a "fair run for his money." Don't you think so?

In closing a column article on the overthrow of rum, the Bakers' Weekly says: "We hope that the bakers will lose no time, but make early preparation so as to insure getting their share of the money which formerly went to the saloonkeeper. And more than ever will it be necessary for the baker to inscribe 'quality' as the motto on his business banner."

—N-O-G-G-L-E—

WHAT IS "PEP"?

It's the thing which makes the lambs gambol with glee, the colts prance with joy, the calves throw up their tails and run like fury, the birds sing in split-throat notes, the frogs croak upon the creek bank, the insects buzz and hum in the air, the milkman whistle as he jogs along, the blacksmith laughingly beat the iron into shape, the plowman urge his horses with a "gee-up there," the engineer wave a kiss to his sweetheart as he throws open the throttle, the woodman smilingly plunge his ax into the giant tree, the banker and merchant rush to their work with a cheery "bye-bye," the mechanic and laborer fairly dance to their jobs, the soldier "go over the top" with clinched jaws and courage that knows no fear, the life salesman hie to his calls with shoulders squared, pride in his heart, and nerves a-tingle with anticipation of new success.

Oh "pep" is anything that puts happiness in the heart, energy in the body, determination in the soul, and invisible courage in the will.—Insurance World.

—N-O-G-G-L-E—

THE RED, WHITE AND BLUE.

Nineteen hundred and nineteen is going to be a red, white and blue year. Wherever and whenever a soldier from the trenches or a sailor from our fighting ships comes back to his hearthstone there will be patriotic rejoicing. For a long time they will keep coming and we must show our colors. Keep the old flag over your door and in your windows. It is now more than ever the symbol of righteous victory.—Confectioners' Journal.

—N-O-G-G-L-E—

A NEW "CHARITY" TRICK.

A shrewd small store keeper, to the surprise of his brethren, suddenly decorated his window with a gorgeous new blind.

"Nice blind of yours," quoth his neighbor. "Where did you get the money"?

"The customers paid."

"What! The customers paid for it."

"Yes. I put a leedle box on my counter 'for the blind.' And they fell for it."

—N-O-G-G-L-E—

TRAIN YOUR MIND—CARE FOR YOUR BODY.

John D. Rockefeller says that education (or training) and good health are the two main things that lead to success.

"LEST WE FORGET."

Whatever else goes out of your memory, don't ever forget the lessons learned from the war; and first, foremost and chiefest among these is that of baking a "standardized" loaf (pound or multiple) and selling it at a standard price—not less than 10 cents per pound. Let this always stand out before your mind's-eye like a big type line in an advertisement, printed in red ink.

With all regulations and restrictions removed, some bakers will doubtless begin looking around for "ways and means" to boost business—and some questionable methods may be resorted to by certain unscrupulous ones.

But stand fast! Stick to your standards of belief in fair dealing; and for the sake of the good name of your trade, calling and profession, don't get tangled up into any price-cutting deal, or other shadowy schemes that will cause you to lower the quality of your loaf—or lower yourself in your own esteem. There can be no lowering of prices (that will leave you a profit), so look out that you are not tempted to cut the quality.

On account of the government guarantee of the price of this year's wheat crop ($2.20 per bushel), there can be no marked reduction in the cost of flour, your chief item of expense in bread-making. So, go steady. Stand pat. Stay in the game, for another year yet; and by that time, it is to be hoped, every baker in the land, worthy of the name, will have learned that it pays to devote his talent and energies to baking quality stuff, and to the enlarging of his legitimate field of trade. There's room, lots of it, for quality bakers.

—N-O-G-G-L-E—

BREWERIES TO SUGAR FACTORIES.

Three of Peoria's great distilleries and one distillery at Pekin are to be converted at once into sugar manufacturing plants, it was announced last month by Adolph Woolner, Jr., president of the Great Western Distillery Company.

A new process of sugar manufacture from corn, is to be used, according to Mr. Woolner.

INCOME TAX RETURNS.

Returns of income, whether taxable or not, must be made before March 1 by all persons enjoying an income of $2,000.00 or more during the calendar year of 1918. Unmarried persons not heads of families, or married persons living separately, must make returns on 1918 incomes of $1,000.00 or more. Women with private incomes in excess of the amounts named are required to make separate returns as well as men.

The making of a return on income, whether taxable or not, in excess of the specific exemptions provided, is a duty imposed on the citizen by the Federal Law. It is not the duty of the government to hunt up individuals who should make returns, to notify them or to furnish blanks for making returns. Failure to receive notification or tax return blank will not avert prosecution or penalties.

The following rule is given by the Internal Revenue Collector, to aid persons engaged in business to ascertain the amount of their net income:

"A person buying and selling merchandise must find his profits for the year on the following basis. First ascertain the gross sales or total cash receipts. Then add together the inventory at the beginning of the year and the purchase of goods for sale. From this latter sum subtract the inventory of goods on hand at the year's end, and the result in the cost of goods sold. This cost, plus necessary expenses incurred solely through conduct of the business, is to be deducted from the gross sales, and the result is the net earnings of the business.

—N-O-G-G-L-E—

The "dry" condition that is soon to spread over the entire United States, means a big summer drink and soda fountain business, and a growing candy business for everybody in that line; and those who can do so should get ready NOW. The time to equip for a boom is before the boom starts—and Noggle's is the place to send your orders, if you want to make sure of getting the goods.

—N-O-G-G-L-E—

"BILLY" AND "WILLIAM."

Two famous "booze-fighters."

SOME WORTH WHILE RESOLUTIONS.

There are occasional claims that a person, here and there, of unusual persistence has lived up to a few New Year resolutions well along into the following spring. Once in a while some one comes along with a few practical "resolves" which ought to stand the wear and tear of life all through the year. Here are a few of such appropriated from the Philadelphia Ledger:

"I shall inventory more often, for I know that by doing so I can keep a better check on my stock.

"I will watch my 'turnover' as a mother watches her growing offspring, as I know this is the mainstay of my business.

"So-called trifles will receive my best attention, for I have learned business is made up of a succession of trifles.

"I shall resolve to spend more time on the floor of my store, helping all who come in contact with my trade. Thus I shall learn first hand the wishes and thoughts of the customers.

"Early to business, late to leave, just enough time for luncheon and a little pleasure thrown in for good measure shall be my rule.

"Trade papers, the daily press, business reference books and a thirst for knowledge as applied to my wares shall be my aim.

"I shall give to every calling salesman a hearing, for I know these knights of the grip can help me as much, if not more, as I can assist them.

"The new, novel and the beautiful shall grace my stock, but all shall be bought with wisdom, so people will say, 'Yes, Blank's have it.'

"I shall try to keep my stock 100 per cent efficient, so every nickel, dime or dollar will revert to my till instead of the cash drawer of my competitor.

"My windows shall come in for exacting care, as I have learned they are the mirrors of my establishment, and people judge the worth of a store's stock by the goods on view.

"I shall try not to slip a cog in financial matters. My notes shall be promptly met and my bills discounted. By a like token I shall not neglect to give studious atttention to what is outstanding on my ledger.

"Every day shall be a day of new hopes, desires and promises during the whole of 1919."

—N-O-G-G-L-E—

"PEACE SLOGANS."

(Issued by the U. S. Department of Labor.)

Co-operation is the Big Thing needed NOW.

Build now for a greater and still happier America.

All together—Let's continue the production and insure prosperity.

Construction adds to the wealth of the country. Keep times good by building NOW.

We must all do our best to make the change from War Work to Peace Work as easy as possible.

Secretary Wilson says: "I want to see every wage-earner own his own home. Own a home for your children's sake."

Let's all keep industry humming by working together, employers and employees, in harmonious co-operation.

Farms, factories, mines and furnaces must produce as well for peace as for war. Production is the key to Prosperity.

Get the habit of doing things right. This will mean: Greater production, less waste, increased earnings. Work for good times all the time.

Are we giving our best efforts to the country, or do we think that because the war is over we can take life easy? Prosperity is up to us! Keep the wheels turning!

—N-O-G-G-L-E—

Looking Forward to Sunday, April 20.

LINCOLN AND THRIFT.

The anniversary of Abraham Lincoln's birthday on February 12, brings to mind of Lincoln's sentiments in regard to labor, and their application at the present time.

Lincoln adhered closely to the idea that industry and intelligent economy form the basis of prosperity. Although his administration offered no such profitable method of saving as the present-day War Savings Stamps and other government securities, the principles of advancement enunciated by Lincoln could very well be part of the "wise buying," "intelligent saving" and "safe investment" which are the chief features of the government's 1919 thrift campaign. Lincoln said:

"The prudent penniless beginner in the world labors for wages a while, saves a surplus with which to buy land or tools for himself, then labors for himself another while, and at length hires another beginner to help him. This is the just and generous and prosperous system which opens the way to all, gives hope to all, and consequent energy to progress and improvement of condition to all."

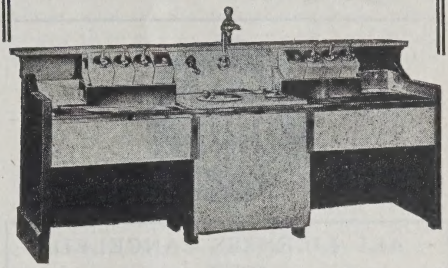
This was not theorizing. Lincoln was no stranger to labor. It was his closest companion during the greater part of his life, and it is safe to say that he performed well more kinds of hard manual work than falls usually to the lot of man.

Later on, when Lincoln was in the White House, he always pointed with pride to the days when he did a hired man's work, and told many a story about his rail-splitting, ploughing, lumbering, boating or store-keeping. He never failed to pay tribute to that "most important incident in my life, when by honest work, I earned my first dollar."

Lincoln lived in the first half of the nineteenth century, but were he here in the first half of the twentieth, he could not more fittingly interpret the personal and patriotic need for industry, frugality and investment in profitable War Savings Stamps and Liberty Bonds than by repeating:

"What is that we hold most dear? Our own liberty and prosperity."

Something for You to Think About—



Mr. Baker:

Are you looking ahead a few months to the time when the saloon near your shop will close its doors, and its numerous patrons will be seeking some other thirst-quenching "emporium"?

Here's a fine chance for you to take over a line of new business. Install a small soda fountain; add (if you haven't one already) a light lunch counter, and you can get a good part of that big lot of money that has been going across the saloon keeper's bar.

Let Noggle quote you prices and terms on a complete fountain outfit—one that is a real money-maker. Don't let the drug stores sell all the soft drinks. Get a slice of it for yourself. There's a big patronage and a nice profit waiting for you just around the corner—but you must be ready to take advantage of it. Don't wait till July 1, when the saloons close, but write for our special fountain folder TODAY!

For The Bakeryman

ALL LICENSES CANCELED.

All licenses required under the food control act for the manufacture of bread in any form, and cake, crackers, biscuit, pastry and other bakery products, have been canceled under order of the President.

The order became effective January 10. Licenses, therefore, are no longer required by persons, firms, corporations or associations engaged in the business of importing, manufacturing, storing, or distributing these commodities.

—N-O-G-G-L-E—

TASTE VS. APPEARANCE.

Much has been said and done in the baking industry in an effort to decide upon the kind of bread that the baker should bake said a speaker at a recent State Convention of Bakers. On the other hand, very little has been said in regard to what the consumer actually wants.

Now seems to be a time which offers excellent opportunities for the development of the baking business and the securing for the baker a tremendous amount of trade which he has not at present.

The answer to the problem of securing this trade seems to me in making "Bread That Is Made for Taste and Not for Appearance."

There stands today throughout the United States magnificent structures of stone, concrete and marble, equipped with modern machinery, ovens, etc., representing the most modern of baking establishments, also many more of smaller type and construction, all producing that most needy of foods—bread.

These structures are a credit to the baking industry, and depict truly progressive strides, accomplishments and success in the past twenty-five years, but it is not said that because of these wonderful results that the baking industry has accomplished its true purpose of supplying all the bread in the United States.

The commercial loaf of bread in the past might be compared with that of the progress made in the modern plants, viz., to say truly wonderful and beautiful to the "eye appearance," yet in taste it may please you but not the other party—the ultimate consumer.

Have you ever given it a thought that pedestrians in passing your establishment may comment on it as a beautiful plant, and further remark that if you baked as good a loaf of bread as you have a plant, you may be doing a much better business? There's a reason; you have built your plants to suit your convenience and are likewise making your bread to suit your "eye appearance" and convenience with not enough regard to its taste or eating qualities.

It seems, to me, therefore, that the bakers should cater more directly to the wants and desires of the consumer, rather than to their own.

It is estimated that less than fifty per cent of the bread is baked in the bakeries. It is reasonable to believe that there is something missing in the bread that is baked generally by the baker today, or else the other fifty per cent of the women who bake at home would buy baker's bread.

—N-O-G-G-L-E—

Cream of Maize is one of the best thickeners used by the baker. It is good in bread work, pie work and is almost indispensable as a general filler. Noggle has it.

CODE OF ETHICS FOR BAKERS.

(From an address by the President of the Ohio Association of the Baking Industry.)

Recently there has been talk of considering the baking industry as a profession. I started in life with the purpose of becoming a lawyer, and you will pardon me if I say that lawyers, as well as other professional men, have a code of ethics which exclude men who do not live up to the ideals which the majority of them hold. To this we must come, if baking is put on the high plane which its importance to humanity and its possibilities for the future are to be realized.

You will hardly ask what will be the results of such a program. In three words they will be pride, profit, and progress. Shamefacedly I hear men say occasionally that their boys do not like to follow them into the baking business. This is a regrettable condition. I cannot go into it in detail, but it is sufficient to say that when the community looks with pride on the bakers, when the industry appeals to ingenuity and ambition of young men, there will be no difficulty of this type. We should be proud of being bakers, not alone because we are essential to the community life and truly handle the staff of life, but because we follow a time-honored calling, intricate and daily growing more complex, which demands the best mental and physical energy which man can give to it.

There will be profit in such an industry, so conducted. There will be more profit than any of us have known in the happiest days past. It is the universal testimony of experience that where increased intelligence and energy have been applied to businesses they have yielded a proportional increase in financial returns. Best of all, there will be a continual movement of progress.

The American Institute of Baking, which is now being organized, is one of the signs of the times. The laws which Congress has enacted making it possible to have instruction in baking in any city of size in the United States is another move in the same direction. If there is any reason why the industry of bread-making should not have the dignity and importance of brick-making, I have yet to have it pointed out to me.

This is a development of the baking industry to which all of us should give support. It cannot all be accomplished in a year, but it constitutes, on the whole, one of the most wonderful challenges that has ever come to any industry in the country—the challenge of 1919.

—N-O-G-G-L-E—

GOOD ADVICE.

A subscriber to Bakers' Weekly asks the editor to tell him the secret of making Quality Bread, and the editor replies that, while flour, yeast, salt and water are the principal ingredients, the "secret" lies in the proper blending of these, and in adding other ingredients, as sugar, malt, milk, fats, etc., that give a smack of flavor to the taste or touch of color to the crust that experience only can teach how to use to best advantage. Boiled down, it is this: "Better technical knowledge means better bread."

—N-O-G-G-L-E—

SALT? JUST SALT!

Do you know there is a **big difference** in the quality of salt you use? Salt develops flavor in your product, and the **more salt** you **can use without retarding the action** of your yeast, the better, and the more weight you secure in the dough.

Hence, a high-grade salt is absolutely necessary for your work. The best authorities in baking will recommend **pure** salt—salt that can be depended upon under **all** conditions. In sections of the country where the water tests considerable alkali, the salt has much to do with baking results. How much salt to the barrel of flour have you been using? Three lbs.—3½ lbs.—4 lbs.? If you could use another half pound or more of fine salt to the barrel, it would mean 50 to 80 lbs. more **dough weight** to each barrel of salt used, and give you a better product at the same time.

Ever think of that? That a high-grade salt actually means **more** loaves and better loaves?

Colonial Salt is one of the highest test salts on the market. Noggle has it. 'Nuf said.

—N-O-G-G-L-E—

You take less chance of delays when ordering from Noggle.

FOR THE BAKESHOP.

Cream Crisp Rolls.

Herewith formula for a dough which no doubt will suit your purpose. I have used it in making an excellent quality of rolls in the Krispie Krust roll pans:

30 lbs. flour
20 lbs. water (10 qts.)
1 lb. yeast
12 oz. milk powder
½ pt. milk extract
10 oz. salt
6 oz. sugar
8 oz. fat

Temperature of your dough should be about 83 degrees F. This dough should be taken quite "young."

Cocoanut Kisses

A good recipe is as follows:
1 lb. finely grated cocoanut
1½ lbs. powdered sugar
Sufficient white of eggs to make medium soft mass.

Place this on fire in a kettle and heat until it is too hot for you to bear your finger in it. Stir constantly while heating. Take off fire and let cool. Then add:

4 oz. stale pound cake crumbs.
4 oz. flour.

Then thin it down with a little white of egg until the mass can be handled with bag and tube.

Lay on greased and dusted baking sheets like macaroons.

After laying them out, do not allow them to stand, but bake them immediately in a medium slow oven so that they will crack nicely. If they become crusted by standing for a time before baking, they will not turn out right. The cake crumbs to be used in this mix should be pound cake crumbs, otherwise use additional flour.

Parker House Rolls

3½ oz. milk powder
1 qt. water
1 oz. sugar
½ oz. salt
2 oz. compound lard
1 oz. butter substitute
2 eggs or five egg yolks
2 oz. compressed yeast

Method.—Make straight dough and allow it to get full proof, knock down and allow to prove again to full proof. After knocking down the second time, roll up in small, round balls; allow to rest fifteen minutes, then roll into oval shapes and place on greased baking sheets.

Allow to rise until double original size, then brush over with a strong egg wash and bake in a medium hot oven.

Butter Cream Cake

This variety of goods is usually sold in better-class neighborhoods, where you can get your price.

1 qt. eggs (half yolks)
2½ lbs. sugar
2 lbs. 4 ounces flour
½ lb. butter
1 pt. milk
½ oz. baking powder.
Flavor as desired.

Bring milk and butter to boiling point, but do not allow same to boil. Take the hot milk from the fire and proceed as follows: Beat the eggs and sugar quite stiff; when beaten sufficiently, pour hot milk and butter, stir up, then mix flour and cornstarch and baking powder which have been sifted together several times, add flavor and mix carefully. Fill in layer cake pans and bake in moderate ovens.

After the cakes are baked and cooled they are put together by filling same with marmalade or good jelly.

Savarins.

For savarins, make up a dough as for punch cream buns, but use 6 or 7 eggs to the quart, and make the dough soft enough to put through a bag and tube.

When the dough is ripe, fill the molds barely half-way. Give good proof and make in fairly hot oven. When cool, soak in punch as for punch buns, and fill with whipped and sweetened cream, to which has been added the yolks of a few eggs; sprinkle a little chopped pistachio nuts on the top.

Large Savarins can be made in the same way, but should be further decorated with almonds, cut lengthwise, and stuck into the side with a little fruit on top.

—N-O-G-G-L-E—

WHITE LAYER CAKE.

(Made from Noggle's Angel Cake Powder.)

6 ozs. Noggle's A. C. Powder
4 lbs. sugar
1 qt. water
1½ lbs. lard
3 qts. milk
6 lbs. flour
4 oz. Special Baking Powder

Mix thoroughly and bake in moderate oven.

—N-O-G-G-L-E—

"Double-Quick"—Gets 'Em Every Time.
See pages 16 and 28.

For The Confectioner

AND FOUNTAIN DISPENSER.

THE BIGGEST EVER.

The year of Grace, 1919, gives promise of being the greatest year ever known in the history of many lines of business. Notably among the trades that will grow and spread like a "Green Bay" tree, is the soda business. There are several contributing causes: First, restrictions have been removed from sugar and syrups. These will be plentiful, though high in price—but the public is used to that, and will pay without grumbling. Next, National Prohibition, which is due to put in an appearance July 1, just when the soda business is at its height, will bring such a rush of new business that seven days and nights in a week will not be time enough in which to take care of the thirsty ones who will turn from barrooms to soda fountains.

The business will be here—all you fountain men can possibly take care of—and the better prepared you are with early orders for equipment needed and liberal stocks of supplies for all occasions, the bigger the harvest you'll reap. Don't wait a day longer to plan for your needs on July 1. The earlier your order gets to your jobber or manufacturer, the better you are likely to be served—for, remember this, there is going to be "one grand rush" in the fountain trade this coming season, and if you want in on it, you must get an early start.

—N-O-G-G-L-E—

TRY THIS OCCASIONALLY.

Once in a while focus public attention upon your soda fountain by running a Name Contest for some new drink or ice cream special, says Soda Fountain. Or say frankly that although profits have been reduced of late, you will give a certain charity or popular organization two cents or three, if you are very generous, out of the price received from a certain drink for three or five days. You might name the drink for the organization, or use some old standby which you know is popular. Advertise the idea well and get all of that organization to boost for your fountain for those days. Fine advertising scheme!

—N-O-G-G-L-E—

KEEP 'EM FRESH-LOOKING.

From the frequent washing and cleaning, soda fountain tables and chairs soon lose their lustre, wire and metal parts become rusty, and wooden parts dull. This is really unnecessary if a "rainy day" is used occasionally to polish up the metal parts and renew the finish of the different woods. Chipped enamel tables are not attractive. It is quite possible to fill in the chipped places with white paint and to add a touch of enamel to hide the blemished spots.

—N-O-G-G-L-E—

Look over your ice cream freezers, cans, tubs, paper pails and supplies, also your fountain glassware and other equipment, and then make ready for the grand opening which the spring season will soon usher in. It will pay you to be fore-handed. There's going to be a rush in every line of the "soft drink" trade.

—N-O-G-G-L-E—

Noggle's Orangeade is one of the longest-profit drinks on the market, and it is a trade winner. No trouble to serve. Water only is needed when preparing it. If you have never used it, give it a try-out.

—N-O-G-G-L-E—

The good workman is never long without a job.

WHEN BUYING A FOUNTAIN.

Buying a soda fountain is more than the purchase of a piece of store equipment, says a trade paper. It is the purchase of a business, a plant for making money, a commercial machine; for the soda fountain is neither goods to be resold, like syrups or candy, nor is it merely a fixture, like a display case or a chair. The hundreds of retailers who are planning the purchase of a new fountain will, therefore, do well to bear certain fundamental truths in mind, for wise buying of a fountain is a valuable investment, and an unwise fountain purchase is worse than an extravagance since it may become an expensive liability.

The "Bilt-Rite" soda fountain, which is sold exclusively by the Noggle House in western territory, meets every demand required of a first-class fountain. We have sizes to suit any need, from the smallest to the most elaborate. If you plan to buy a fountain this season, write to Noggle first for descriptive literature and prices and terms.

—N-O-G-G-L-E—

GOOD ONES FOR YOUR FOUNTAIN.

Fruit Parfait.

Place a small scoop of vanilla ice cream in a parfait glass. Put the same amount of orange ice on top of this. Top with a little whipped cream or marshmallow, and garnish with a tiny strip of candied orange peel.

Broadway Memory.

Put a ladle of vanilla ice cream on a flat dish. Lay two orange quarters at either side, top with a cherry, and dress with a sauce made by moistening chopped figs with simple syrup.

Pineapple Lemonade.

Juice of one lemon, three ounces of pineapple syrup, cracked ice, carbonated water, on a small piece of fresh pineapple.

Mint Lemonade.

Juice of one lemon, shaved ice, two sprigs of fresh mint, three ounces of simple syrup, carbonated water, a thin slice of orange, and one cherry.

Hot Time Zephyr.

Pineapple syrup one ounce, lime juice one ounce, cherry syrup one ounce, cream de menthe syrup one-half ounce, shaved ice, carbonated water, on cherry, a tiny spray of mint.

Care Chaser.

Grape juice one ounce, cream de menthe syrup one ounce, ginger ale to fill the glass.

Liberty Loan Parfait.

Place a small ladle of strawberry ice cream in the bottom of a parfait glass. Pour half of a scoop of a dressing made of shredded figs, shredded pineapples, and simple syrup over this. Add a second small scoop of vanilla ice cream. Finish with the other half of the ladleful of dressing, top with a cherry, and serve.

Cherry Cooler.

One and one-half ounces cherry syrup, juice of one-half lemon, one-half ounce grape juice. Add shaved ice and fill glass with plain soda. Serve solid; garnish with whole cherries on toothpicks, 2 cherries to each drink. A drink popular with men.

Hot Celery Punch.

One-quarter ounce clam juice, one-quarter ounce beef extract, one ounce cream, 4 dashes celery essence. Stir while adding hot water, and serve with spices.

Hot Maple Sundae.

Pour a ladleful hot maple syrup over a dipperful vanilla ice cream, and over the whole sprinkle ground hickory nuts. Serve with Nabisco wafers.

American Beauty Sundae.

In the sundae cup place a portion of ice cream; over this a serving of topping, then rosewater syrup; top with candied rose leaves. (If desired, the topping syrup may be mixed before serving.)

Pineapple Dream.

Put a No. 12 cone of vanilla cream into a sundae cup. Pour over it a ladle of crushed pineapple, sprinkle with chopped pecans, top with whipped cream and sprinkle with grated chocolate.

News Notes From the Field

William Studer, formerly of Plainview, Texas, has recently opened at Tulia, Texas, and the Bull Dog extends its best wishes for his big success at the new address.

F. C. Betts, proprietor of the Home Bakery at Eudora, Kansas, writes that he enjoys reading the Bull Dog very much and finds much of value in it.

Raymond Trammel, manager of the City Bakery at Russellville, Ark., says he was too busy about Christmas and New Year's to write letters, but now sends the Bull Dog a line to say that he had a fine trade during the holidays, and that it is still holding up well.

C. L. Short has bought the bakery business of J. C. Teague at Harper, Kansas.

E. T. Wolfe of Wichita, Kansas, has sold his bakery to Chas. Parrott. Mr. Wolfe is going to rest up a while before engaging in business again. He says he does not know what he will tackle.

Frank Ballance of Fayetteville, Ark., found business increasing so rapidly that he was obliged to add a Noggle Perfection Dough Mixer to his equipment to take care of his trade. After two months' use of a Perfection he says he don't see how he ever got on before without one.

M. S. Dunklin has bought out Chas. H. Peckham, who owned the West Side Bakery in Wichita, Kansas. Charley says he is going to Arkansas to raise chickens and rest up.

Carl Senger of Wichita, Kansas, reports all the business he can take care of.

John C. Gaede of Fredonia, Kansas, is planning to get into the "soft drink" game good and strong about the first of July, when the booze joints all close their doors. Though a Prohibition state, lots of good Kansas money has always been spent for liquor. But that'll soon be all off, and the soft drink business will be greatly boomed.

Ernest and Louis Maneke of Slater, Mo., both of whom have been in the Service, are home again, each with an honorable discharge to his credit. The boys are looking fine, and are ready to get back into the harness, much to the relief of their father, L. S.

M. C. Kubetzki, formerly in business in Ulysses, Neb., has opened up at University Place. He writes to have the Bull Dog sent to him at his new address, as he always got a lot of good information from it.

W. H. Work, who runs the "New Idea Bakery" at De Ridder, La., believes when necessary the women can do the work. Recently he was floored with the "flu," and didn't know what to do, but his wife came to his rescue and with the aid of helper, turned out from 6 to 8 buckets of bread, 35 to 40 pies, 40 to 50 coffee cakes every day. He adds that he is using Noggle's cocoanut, lemon and cream pie fillings, and that it is hard to tell which is the most popular with his trade.

R. T. Tackett, who does business at Noel, Mo., where hunting and fishing are good the year 'round, says he is too busy to find time for either of these sports.

Bread in France.

Earl M. Shepherd, an old dough-boy from Kansas and Missouri with a lot of friends amongst the bakers in this part of the country, and for the past year a real "dough-boy" in France, writes the Bull Dog that there are 1,000 bakers in his camp and 150 ovens in use, and that they are supposed to bake 40,000 loaves per day, and that they ship it to the front in carloads. He incidentally mentions that Noggle dough thermometers are in use there, and they help to remind him daily of home. He invited us to Christmas dinner with them,

but his invitation reached us about four weeks after we had celebrated that day, and we had to forget it—a thing we do not like to do, for "Eats" is our specialty. It's all right, though, Earl. Give us a little more time the next invitation, and we may surprise you.

Withers & Beall, Marceline, Mo., have had a steady run of trade all through the winter season. Nothing ever stops their progress. And the secret of their success is that their shop is kept right up to date.

W. E. Witt, Fredonia, Kansas, keeps steady step with the march of progress, and finds no difficulty in disposing of all the products his shop can turn out.

If business with Worley Bros. at Pauls Valley, Okla., was any better, the boys would have to stay up all night to take care of it.

Thos. H. Taylor, Lexington, Mo., recently added a Perfection Oven to his bakery equipment. This will enable him to take care of his growing trade.

Triplett & McMillen, Quanah, Texas, keep their shop in fine working order by the constant addition of new material and equipment. That's the only way to do it.

Salle Bros., who own and operate the North Texas Baking Co. at Dalhart, Texas, are always up to their necks in work, and find that their business expands in proportion to their efforts.

J. A. Warren, Coffeyville, Kansas, is preparing for a big season's trade in ice cream and kindred products.

Arden Williams, Windsor, Colo., bakes a Quality Loaf and labels it "Made to Eat"—and his trade eats 'em as fast as he can turn them out of the oven.

Business has been good all through the winter season with E. A. Wellman, master baker, at DeQueen, Ark.

Whitehead Bros., Coffeyville, Kansas, are putting out a Quality line of bakeshop goods that bring them constantly increasing trade.

J. R. Wallerstedt, Abilene, Kansas, keeps his shop up to date by adding new equipment as fast as it is needed.

G. H. Ward, San Marcos, Texas, is wrapping his Quality Bread with a "Blue Ribbon" waxed paper wrapper that helps to preserve its quality.

Walker & Lewis, Holden, Mo., are enjoying a good winter trade in all lines of bakery products.

Van Meter Bros., Parsons, Kansas, recently added a candy department to their bakery. The Noggle House outfitted them completely, both with equipment and supplies.

Volz Bros., Independence, Kan., report a steady run of profitable trade.

J. W. Shellhaas, Junction City, Kansas, is having fine success with a fine large Pullman loaf that he bakes for his trade.

Albert Solomon, Ardmore, Okla., has done a big business this winter with mince pies. Albert knows how to make 'em rich and juicy.

Shumacher & Bro., Caney, Kansas, are having splendid success with a line of small cakes they put out.

The candy trade of Swinney & Co. at Baxter Springs, Kansas, was all they could ask for during the past season. This firm turns out the "real goods."

R. R. Regnier, Anthony, Kansas, recently added some needed equipment to his candy kitchen.

W. H. Royce, Wilburton, Okla., is handing his customers a loaf that he labels "Mity Good Bread"—and it is true to name.

J. C. Peters, a veteran baker at Waynoka, Okla., has sold the business to his son, H. W. Peters, who is almost as well known to the bakery trade as his father, from having been associated with him many years.

E. L. Prieor has succeeded J. F. Campbell in the baking business at Wellington, Mo.

—N-O-G-G-L-E—

See third page of Bull Dog cover for revised prices of printed wrappers. We give the service—only a week or ten days for any order, more often in less time.

—N-O-G-G-L-E—

A Noggle "Perfection" Dough Mixer in your shop will produce Quality Bread at lowest cost and least labor. Ask for Special Mixer circular and testimonials from scores of satisfied users.

FEBRUARY, 1919, PRICE LIST
OF
S. W. Noggle Wholesale & Manufacturing Company
KANSAS CITY, MISSOURI

(Destroy all Previous Lists)

We go to press the 25th of each month. All prices are then good, but subject to change without notice. In commodities that fluctuate like sugar, glucose, etc., it is impossible to have a standing price that will cover. We therefore trust to our customer's fairness to accept the market.

READ THIS BEFORE ORDERING.

If a credit arrangement has not been established with us it is absolutely necessary to send references when ordering. Or, if in a hurry for the goods, send four or five dollars with the order, and the remainder can be paid on arrival of the shipment, and your references can be consulted for further use.

We positively will not ship goods C. O. D. without sufficient deposit with the order to cover the freight or express charges both ways. When remitting for Parcel Post shipment, add estimated amount for postage. Excess, if any, will be returned.

We invite credit business, but must be given ample opportunity to consult references and authorities before shipping.

Out-of-town references, in same mail with order, cannot be heard from so as to give quick shipment on terms. It is best to send remittance with first order, and also references. Then the latter can be looked up so as to take care of the next order on credit terms.

Customers selling out are not released from bills owing, even if their buyer does assume the bills. See that all your bills are paid. You are liable for them.

When ordering goods, sign individual names of owners—not the name of your confectionery or bakery.

New customers, or old customers starting new, or buying out business in new location, should mention where they have been in business before, so that we can identify them and thus give quick attention to the order.

(United States Food Administration License No. G, 13060)

BAKER'S AND ICE CREAM MAKER'S DEPARTMENT.

ACIDS

Acetic, Concentrated, per lb	$0.35
Citric. C. P. Crystals, per lb	1.25
Citric, C. P. Powdered, per lb	1.50
Tartaric, C. P. Powdered, per lb	1.35
Tartaric, C. P. Crystals, per lb	1.25

ALBUMEN CRYSTALS

	100-lb. cases	Less
Russian; per lb.	$1.95	$2.00

ALMOND PASTE (Heide's)

	Single 5-lb. cans	Case 30-lbs.
Price, per lb	$0.51	$0.50

AMMONIA (Carbonated) (a)

Powdered, 5-lb. cans, per lb	.21
Less, per lb., in tin can	.27

(a) Use of ammonia in baking is forbidden in Kansas. We ship ammonia in cans only

ANGEL CAKE POWDER (For Angel Food Cake)

In 1-lb. cans, per lb	$1.35
In 5-lb. cans, per lb	1.30
In 10-lb. cans, per lb	1.28
In 25-lb. cans, per lb	1.25

Formula—1 pint lukewarm water, 6 oz. Angel Cake Powder; beat this up real stiff. Above is equal to 1 pint egg whites. Makes excellent cakes for less money. Full directions with each package.

ANGELIQUE

In 8½-lb. boxes, per lb	$0.80
Less, per lb	.85

APRICOTS (Evaporated)

50-lb. boxes, per lb	$0.22
In 25-lb. boxes, per lb	.23
Less, per lb	.24

BAKING POWDER (b)

Baker's Star—	
5 and 10-lb. cans, per lb	$0.17
Per case, 12 5-lb. cans	9.30
Per case, 12 10-lb. cans	18.00

BAKING POWDER—Continued

Baker's Special, per case, 12 5-lb. cans	6.40
Per case, 12 10-lb. cans	12.00
Per single, 10-lb. can, per lb	12½
Per single, 5-lb. can, per lb	.13
Zacapa, per case 60 lbs., per lb	$0.10
Per Single, 5-lb. can, per lb	.11
Baker's Delight, per case of 12 5-lb. cans	8.00
Per single 5-lb. can, per lb	.14
Knoxall, in barrels of about 350 lbs., per lb	.08
Drums, 175 lbs., per lb	.08½
Drums, 125 lbs., per lb	.09

(b) Bakers should try "Star" and "Special" Powders. Either brand gives more finished goods for less money than any Powder made. It swells your cake without puffing it. You can cut down size of cake in dough 10 per cent and still get just as large a cake as with other Powders. Free sample for trial.

BOILER COMPOUND

Alkali Special, in 300-lb. bbls., per 100 lbs.	$8.15

BORAX

5-lb. boxes, per lb	$0.15

BUTTER FLAVOR (Imitation)

Per gallon	$6.00
Per quart	1.75
Per pint	1.00

CAKE FILLER—Marshmallow

Make your own from Noggle's Quick-Action Marshmallow Powder. See full instructions and prices under Marshmallow Paste, second column, page 19.

CAKE FLAVOR (Ka-Flav)

A big saving over mace in price, and will satisfy as to quality.

In 1-lb. cans, per lb	$0.50
In 6-lb. cans, per lb	.45
In 30-lb. pails, per lb	.42

CANNED FRUIT (See Pie Fruits)

CARAMEL CREAM (Perfection)

See Candy Maker's Department page 21.

CARAMEL COLOR

Per gal. (in 5-gal. lots)	$2.50
Per single gal	3.00
Per quart	.85

CEMENT (For Flues, Ovens, etc.)
10-lb. cans, per can 1.50

CERELOSE (Corn or Bread Sugar)
Per 100-lb. bag $7.86

CHEESE COLOR—Danish
In 1-gallon bottles only, per gal.....$3.50

CHERRIES (Evaporated)
Price, per lb.....None in Stock

CHILI BEANS (Pink)
Per lb.....$0.13
In bags, per lb..... .12

CHOCOLATE (Liquor or Bitter, for Baking)

	100-lb. Cases	10-lb. Cakes
Rex, per lb.....$0.35		$0.37
Puritan, per lb..... .33		.35
Nugget, per lb..... .32		.34

CHOCOLATE (Sweet Coatings)

Invincible, per lb.....$0.33	$0.35
Challenge, per lb..... .32	.34
Peerless, per lb.	Out of Stock
Bitter Sweet, per lb..... .35	.37
Milk Chocolate, per lb.... .39	.40

CHOCOLATE PASTE
Invincible, for making chocolate pies, icings, etc.

5-lb. Jars	2½-lb. Jars	1¼-lb. Jars
Per. lb. $0.45	$0.47	$0.50

Fla-ko, for your convenience in flavoring and coloring chocolate icings.
In 5-lb. cans, per lb.....$0.30
In 10-lb. cans, per lb..... .29

CITRON (f)

	25-lb. Drums	10-lb. Bxs.	5-lb. Bxs.
No. 2, per lb...$0.35		$0.37	$0.38
No. 1, per lb... .36		.38	.40
Fancy, per lb... ...		.40	.41
Lemon Peel ..... .30		.31	.32
Orange Peel ..... .30		.31	.32

CLEANING POWDER (g)

	250-lb. Bbls.	50-lb. Kegs	25-lb. Bags
Wyandotte, per 100 lbs....$5.15		$6.20	$7.20
5-bbl. lots (one delivery) per 100 lbs.....$5.02½			
10-bbl. lots (one delivery) per 100 lbs..... 4.90			
Bbls. of 50 5-lb. bags, per bbl.....$15.45			
Soap Chips, amber, per lb.....$0.22			

15 lbs. Soap Chips, 15 lbs. Wyandotte C. and C., 50 gallons water, boiled together, makes 50 gallons of soft soap.

	250-lb. Bbls.	75-lb. Kegs.	
Wyandotte Building Detergent, per 100 lbs..$7.30		$8.35	
5-bbl. lots, per 100 lbs.		....	$7.17½
10-bbl. lots, per 100 lbs.		....	7.05
Bbls. of 50 5-lb. bags, per bbl.....			21.40

Sweeping Powder (Bull Dog Brand)
Lays dust in sweeping. One handful goes as far as two of most others.
In 250-lb. drums..... 5.5b

COCKROACH POWDER
Shure-Kure Roach Powder, in 1-lb. cans, per lb.....$0.50
Dead Shot, in 1-lb. cans, per lb..... .50
Noggle's Perfection Roach and Insect Destroyer (Liquid)
Per gallon $7.00
Per pint 1.00

NEED MORE—A POWDER
(Kills Roaches, Ants, Flies, Mosquitos, Chicken Lice, Plant Lice, Rose Slugs, Fleas, Cabbage Worms, Boll Weevil, etc.)
Small Size, 4 oz. net, per can.....$0.25
Large Size, 1-lb 4 oz. net, per can.....1.00

Double-Quick—Fly and roach powder. The universal insect killer—kills 'em quick. Small size, $0.25; medium, $0.50; large.....$1.00
Rat-Swat—It embalms and dries them up. Mammoth size, $3.00. Medium size, 50c.
Small size ..... .25

COCOA (Ground)

	200-lb. Bbls.	50-lb. Drums	5-lb. Cans
No. 1, per lb.....$0.34		$0.35	$0.40
No. 2, per lb..... .30		.32	.38
No. 3, per lb..... .28		.31	.33

COCOA BUTTER AND SUBSTITUTES
See Candy Maker's Department page 21.

COCOANUT (Domestic)

	140-lb. Bbls.	50-lb. Boxes	Less
Thread, long, per lb.....$0.30		$0.31	$0.32
Macaroon, fine ground, per lb.. .30		.31	.32
Sliced, or Chip (comes in wide strips) per lb..... .31		.32	.33

COCOANUT (Ceylon Sugarless)

	120-lb. Cases	Less
Thread, long, per lb.....$0.33		$0.34
Shred, short, per lb..... .33		.34
Macaroon, fine ground, per lb.... .33		.34
Sliced, or Chip (comes in wide strips), per lb..... .34		.35

COCOANUT OIL

	50-lb.	25-lb.	10-lb.	5-lb.
Konut, per lb.....$0.27		$0.28	$0.30	$0.31

COLOR—CARAMEL (Noggle's Vegetable)
Per gal. (in 5-gal. lots).....$2.50
Per single gal..... 3.00
Per quart ..... .85
Noggle's Vegetable Brown Paste—especially adapted for coloring Ice Cream.
6-lb. Jars, per lb.....$0.45
3-lb. Jars, per lb..... .48
1½-lb. Jars, per lb..... .50
Ottens Brown, per lb..... .35

COLORS (Certified Form)

GOOD, STRONG LIQUID COLORS—NOGGLE'S	Pint Bottles	Quart Bottles
Brilliant Blue Brilliant Green Brilliant Orange Brilliant Red (Light Red) Brilliant Rose (Dark Red) Brilliant Yellow (Lemon Shade) Special Yellow—Golden Shade Egg Color	95c	$1.75

Any of above liquid colors in gallon lots.$6.50

KOHNSTAMM'S CERTIFIED FORM PASTE COLORS	6-oz. Bottles	1-lb. Bottles
Brilliant Blue Paste Brilliant Brown Paste Brilliant Crimson Paste* Brilliant Green Paste Brilliant Orange Paste Brilliant Red Paste, Light Brilliant Violet Paste Brilliant Yellow Paste	$1.25	$2.50

Brilliant Pink Paste, 1-lb. bottle, $2.75; 6-oz. bottle 1.50
Brilliant Rose, Liquid, dark red, 1-lb. bot., $3.50; 6-oz. bottle $1.85
*Brilliant Crimson Paste Color gives practically the same color as Cerisole Red.
6-oz. size 1.50
1-lb. size 2.75

Burnett's Paste Colors—
Blue, Green, Orange, Pink, Dark Red, Scarlet, Yellow.
3-oz. bottle $1.00
6-oz. bottle 1.50
12-oz. bottle 3.00
We are out of the Blue and Green, in 3-oz. sizes.

COLORS LIQUID (Vegetable)

	1-lb. Bottles	¼-lb. Bottles
Sap Light Red.....$1.00		$0.60
Brilliant Rose 1.00		.60
Brilliant Orange 1.00		.60
Brilliant Green 1.00		.60
Brilliant Yellow 1.00		.60
Brilliant Blue 1.00		.60

Danish Cheese Color.
In 1-gallon bottles only, per gal.....$3.50

CONDENSED MILK

Per case of six 1-gal. cans.....$7.00

CONES

See under Ice Cream Cones, Page 18.

CORN STARCH

Market on all corn products changing daily; do not expect these prices to hold good from one day to the next. They are subject to daily changes.

	140-lb. Bags	100-lb. Bags	50 & 30-lb. Bags
Per 100 lbs.	$5.34	$5.34	$0.06⅛
Per case of 40 1-lb. pkgs			$2.80

CREAM OF MAIZE

Market on all corn products changing daily; do not expect these prices to hold good from one day to the next. They are subject to daily changes.

In 100-lb. bags, per bag.....$5.33
Less quantity, per lb..... 5.60

CREAM TARTAR

	6-lb. Cans	Less
U. S. P. Pure, per lb	$0.84	$0.85
Compounds, per lb.	.55	.58

CREAM TARTAR SUBSTITUTE

	10-lb. Cans	6-lb. Cans	Less
Aero Cream	$0.28	$0.29	$0.30
Monarch Cream, in 5-lb. cans, per lb			.35

CRYSTALIZED FRUITS AND FLOWERS

See Candy Maker's Department, Page 22.

CURRANTS (Recleaned)

	350-lb. Bxs.	50-lb. Bxs.	Less
Per lb.	$0.24	$0.25	$0.26

DANISH CHEESE COLOR

In 1-gallon bottles only, per gal.....$3.50

DATES

None in Stock.

DIASTO

	175-lb. bbls.	70-lb. drums	30-lb. box
Per lb	$0.19	$0.19½	$0.20

DRAGEES (Silver)

Extra Small, No. 000—About 1-16" dia., per lb., $1.50; per ¼ lb......$0.40

No. 0 about ⅛ in. dia., No. 1 about 3-16 in. dia., No. 2 about ¼ in. dia., No. 3 about 5-16 in. dia., and No. 4 about ⅜ in., dia. Any size, per lb. $1.00; per ¼ lb., $0.30.

Small irregular shape, assorted, or large irregular shape, assorted per lb, $1.00; per ¼ lb. $0.30.

EGG (Powdered Whole Egg)

In 10-lb. cans, per lb.....$1.25
In 5-lb. cans, per lb..... 1.28
Less, per lb..... 1.30

Guaranteed to work in baking wherever whole egg is needed. 1 lb. Whole Egg takes the place of 3½ doz. shell eggs.

EGG YOLKS (Powdered)

Guaranteed to work in baking wherever fresh Yolks are needed. 1 lb. of Egg Yolk Powder takes the place of 4 doz. shell egg yolks.

Successful formula.—Soak 1 lb. egg yolk powder in 5 lbs. (5 pints) water at least 2 hours. Then add 1 oz. baking soda and let stand 2 hours longer. Keep in cool place.

In 10-lb. cans, per lb.....$1.15
In 5-lb. cans, per lb..... 1.18

EGLIKE (Compound)

Bbls. of 250 lbs., per lb.....$0.95
In 5-lb. cans, per lb..... 1.00
In 1-lb. cans, per lb..... 1.05

One pound Eglike equals 4½ dozen shell eggs.

EGG WHITES

Egg Albumen Crystals, per lb.....$2.00

EGG WHITE SUBSTITUTES

	1-lb. cans	5-lb. cans	10-lb. cans	30-lb. drums
Per lb.	$1.32	$1.28	$1.25	$1.23

Noggle's Whip Top Powder, for meringues only.

Noggle's Angel Cake Powder (For Angel Food Cake).

In 1-lb. cans.....$1.35
In 5-lb. cans..... 1.30
In 10-lb. cans..... 1.28
In 25-lb. cans..... 1.25

ENAMEL (Cemcoat)

Made expressly for Bakery and Confectionery walls and wood work.

In 1-gal. cans, per gal..... 2.65
In 5-gal. cans, per gal.....$2.50

Kept in white color only.

Cemcoat sizing—A coat of sizing insures a good, smooth surface for painting and holds the paint to the wood or metal.

In 1-gal. cans, per gal.....$2.65
In 5-gal. cans, per gal..... 2.50

EVAPORATED FRUITS

Apples—Choice evaporated, 50 lb. boxes, per lb......None in Stock
Less, per lb.....None in Stock
Apricots—Choice evaporated, 50 lb. boxes, per lb.....$0.22
25-lb. boxes, per lb..... .23
Less, per lb..... .24
Cherries—Evaporated. 150-lb. 50-lb. Less
Imported.....None in Stock
Figs—Layer, 10-lb. boxes, per lb..... .33
Peaches—Evaporated, 25-lb. boxes, per lb... .14
Less, per lb..... .15
Raspberries—Evaporated. 210-lb. Bbl. 25-lb. Pail Less
Dried, per lb.....No stock at present.

EXTRACTS AND FLAVORS (i)

(1). These goods are made to give flavor to oven goods. The excessive heat kills the flavor of some vanilla. Select one of these and let your customers advertise your cookies and cakes.

BAKERS' GRADES.

VANILLA, Vanillin, Coumarin, Compounds.

Price per gal. in bbls.	10-gal. kegs	5-gal. kegs	Single gal.	Per qt.	Per pt.
Burbox	$8.50	$9.00	$9.50	$10.00	$2.60	$1.45
Atlock	6.50	7.00	7.50	8.00	2.10	1.20
Kaffir	5.50	6.00	6.50	7.00	1.85	1.05
Exole	5.00	5.25	5.50	6.00	1.60	.95
Reno	4.25	4.50	4.75	5.00	1.35	.80

Baker's Grade.

Lemon Flavor—Terpeneless Compound.

Price per gal. in bbls.	10-gal. kegs	5-gal. kegs	Single gal.	Per qt.	Per pt.
Atlock	$8.00	$8.25	$8.50	$9.00	$2.35	$1.25
Kaffir	7.75	8.00	8.25	8.50	2.25	1.20
Exole	6.50	6.65	6.75	7.00	1.85	1.05
Reno (Imitation)	5.50	5.60	5.75	6.00	1.60	.95

ICE CREAM AND FOUNTAIN GRADES.

VANILLA, Pure Bean absolutely.

Price per gal. in bbls.	10-gal. kegs	5-gal. kegs	Single gal.	Per qt.	Per pt.
Superb	$13.00	$13.50	$13.75	$14.00	$3.60	$1.95
Challenge	11.00	11.50	12.00	12.50	3.25	1.75
Oprig	....	....	....	....	9.00	2.35	1.30
Thurrig	....	....	....	....	8.00	2.10	1.20

VANILLA, Vanillin and Coumarin Compounds.

Price per gal. in bbls.	10-gal. kegs	5-gal. kegs	Single gal.	Per qt.	Per pt.
Invincible	$10.00	$10.50	$10.75	$11.00	$2.85	$1.55
Climax	8.00	8.50	8.75	9.00	2.35	1.30
Puritan	7.00	7.50	7.75	8.00	2.10	1.20
Acme	6.00	6.50	6.75	7.00	1.85	1.05

Lemon Flavor—Terpeneless. Pure.

Price per gal. in bbls.	10-gal. kegs	5-gal. kegs	Single gal.	Per qt.	Per pt.
Superb	$12.00	$12.25	$12.50	$13.00	$3.35	$1.80
Invincible	9.50	9.65	9.75	10.00	2.60	1.40
Burbox	8.25	8.50	8.75	9.25	2.40	1.35

Lemon Flavors—Terpeneless Compound.

Price per gal. in bbls.	10-gal. kegs	5-gal. kegs	Single gal.	Per qt.	Per pt.
Climax	$8.25	$7.50	$8.75	$9.00	$2.35	$1.30
Puritan	7.25	7.50	7.75	8.00	2.10	1.20

CONFECTIONERS' GRADES (j).

VANILA, Vanillin and Coumarin Compounds.

Price per gal. in bbls.	10-gal. kegs	5-gal. kegs	Single gal.	Per qt.	Per pt.
Infernas	$8.00	$8.50	$8.75	$9.00	$2.35	$1.30
Zacapa	7.00	7.50	7.75	8.00	2.10	1.20
Victa	....	....	....	....	7.00	1.85	1.05

Lemon Flavor—Terpeneless Compound. (k).

Price per gal. in bbls.	10-gal. kegs	5-gal. kegs	Single gal.	Per qt.	Per pt.
Infernas	$10.00	$10.50	$10.75	$11.00	$2.85	$1.55
Zacapa	8.25	8.50	8.75	9.00	2.35	1.30

EXTRACTS, ASSORTED

Almond, Anise, Caramel, Capsicum, Cassia, Chocolate, Clove, Coffee, Ginger (Jamaica), Honeysuckle, Mace, Nutmeg, Orange, Peppermint, Pistache, Rose, Wintergreen, Spearmint, Hoarhound, Caraway, Cardamon, Wild Cherry, Clover and Sassafras.

	Per gal.	Per qt.	Per pt.
Superb	$12.00	$3.25	$1.70
Invincible	10.00	2.75	1.55

Ether Compound Flavors

Strawberry, Pineapple, Banana, Peach, Cherry Maple, Violet Blackberry, Raspberry, Apricot, Apple and Grape.

	Per gal.	Per qt.	Per pt.
Superb	$12.00	$3.25	$1.80
Invincible	10.00	2.75	1.55

MAPLE IMITATION FLAVOR.

	Per qt.	Per pt.	½ pt.
Perfection Brand	$3.00	$1.70	$1.00

One ounce of Perfection Maple flavors and colors 1 gallon simple syrup, making a fine imitation Maple Syrup.

	Per gal.	quart	Pint	½ pt.	4 oz.
Crescent					
Mapeline	$12.50	$3.50	$1.90	$1.10	$0.60

	Per gal.	Per qt.	Per pt.
Tutti Fruitti (1)	$8.00	$2.25	$1.20

True Fruit Extracts, Concentrated

Strawberry	per pint $1.50
Raspberry	per pint 1.50
Cherry	per pint 1.50

FIGS

Figs, Layer, 10-lb. boxes, per lb. $0.33

FIG PASTE

About 30 lbs. to kit, per lb. $0.16

FLA-KO

For your convenience in flavoring and coloring chocolate icing.

In 5-lb. cans, per lb. $0.30
In 10-lb. cans, per lb. .29

FLOUR

(Flour market very unsettled. These prices subject to instant change.)

Whole Potato	200-lb. sacks.	Less
Per lb.	$0.20	$0.22

Oatmeal
Fine ground, per lb. $0.07

Kora
(Wheat flour sub.), per 100-lb. bag. $6.75

Potato Flour (White)
200-lb. sacks, per lb. $0.18
Less, per lb. .20

Rye Flour—Dark, Pure 140-lb. bags, None in stock
98-lb. bags $4.35
48-lb. bags 2.35

Tapioca Flour—A good thickener.

	50-lb. Bags	Less
Granulated, per lb.	$0.21	$0.22
Pulverized, per lb.	.23	.24

	100-lb. Bags	Less
Rice Flour, per 100 lbs.	$9.89	$10.85

Whole-Wheat—Purina—Checkerboard Brand.
24-lb. bags, per bag. $1.70
48-lb. bags, per bag. none in stock
98-lb. sacks, per sack. None in stock
Checkerboard wrappers, 14x18, 200 to bundle. Per bundle. 1.20

FLY AND INSECT POWDER (Sure Killer)

NEED MORE
(Kills Roaches, Ants, Flies, Mosquitoes, Chicken Lice, Plant Lice, Rose Slugs, Fleas, Cabbage Worms, Boll Weevil, etc.)
Small Size, 4 oz. net, per can. $0.25
Large Size, 1 lb. 4 oz. net, per can. 1.00
Dead Shot, in 1-lb. cans, per lb. .50
Shure-Kure Roach Powder, 1-lb. cans, per lb. .50

FLY PAPER—Tanglefoot

Per case of 5 cartons (250 double sheets). $4.25
Per carton of 50 double sheets. 1.00

FOUNTAIN FRUIT SPECIALTIES

See Pages 23 and 24.

GELATINES (m)

	In 100-lb. cases	Less
Japanese, per lb.	Out of Stock	
Silver Medal, in sheets, per lb.	2.00	2.05

Gold Medal—Out of stock, unable to get any.

Shred.	140-lb. bbls.	Less

OUT—unable to get.

Granulated.	Bbls.	Less
No. 1, per lb.	$1.10	$1.35
No. 2, per lb.	1.00	1.30

GLUCOSE

	650-lb. bbls.	350-lb. ½-bbls.	130-lb. Kegs	60-lb. Kegs
No. 43 per 100 lbs.	$5.25	$6.60	$7.00	$7.50

GLYCERINE (Pure White)

In 50-lb. cans; per lb., $0.80. less $0.55

GUMS

Arabic (Powdered), per lb.	$0.75
Shellac (White), per lb.	.65
Penny, for slot machine, per box	1.35

HOARHOUND HERB

See Candy Maker's Department page 22.

HONEY (Strained) (Strictly pure)

10-lb. can, per lb.	$0.35
60-lb. can, per lb.	.30

ICING PASTE FLAVORS (Colored)

Invincible Brand—All flavors: Apple, Apricot, Banana, Blackberry, Bitter Almond, Caramel, Cherry, Coffee, Ginger, Lemon, Maple, Orange, Peach, Pineapple, Pistaschio, Plum, Raspberry, Rose, Strawberry, Tutti Frutti, Vanilla, etc.

	1¼-lb. Jars	2½-lb. Jars	5-lb. Jars
Per lb.	$0.50	$0.47	$0.45

Flako—Flavor and color for chocolate icings,
10-lb. can, per lb. $0.29
5-lb. can, per lb. .30

Kremoline (banana, cherry, lemon, maple and pistachio flavors only).

	2-lb. Jars	5-lb. Jars
Per lb.	$0.50	$0.45

Moisto—The cold water Icing. Makes icing that will keep fresh or moist for days. Free sample.
In 5-lb. cans, per lb. $0.35
In 10-lb. cans, per lb. .33

ICE CREAM POWDER (Noggle's)

1-lb. cans	$0.45
5-lb. cans, per lb.	.40
10-lb. cans, per lb.	.39
25-lb. drums, per lb.	.38
50-lb drums, per lb.	.37
100-lb. drums, per lb.	.36
225-lb. barrels, per lb.	.35

ICING PRODUCTS

Pulvo Icing—

250-lb. bbls.	170-lb. drum	100-lb. drum	50-lb. bags	30-lb. bags	Less
$11.00	$11.50	$11.60	$11.70	$11.80	$12.00

ICING AND CAKE FILLERS.

Marshmallow Paste—A little of Noggle's Marshmallow Powder, as priced below, a little sugar, a little beating. Result: A fine marshmallow cake filling. See full directions under Marshmallow Paste, second column, page 19. Also, full directions with each can of powder.

Marshmallow Powder (Noggle's).

1-lb. cans	$1.32
5-lb. cans	1.28
10-lb. cans	1.25
24-lb. cans	1.23

MARSHMALLOW PASTE.
Jack Frost (white), per gal. can. 1.30

ICE CREAM CONES

PURITY—Unsweetened.

Box of 100	Box of 250	Box of 500	Box of 1200
$0.85	$2.10	$4.00	$7.50

EVER-CRISP—A sweetened cone; "Can't Be Beat."

Box of 100	Box of 250	Box of 1000
$0.95	$2.25	$8.00

KAS-MO (A Cocoa Butter Substitute)

See Candy Maker's Department page 22.

JELLY (r)

Glucose Apple Jelly Compound.
B-B Brand Glucose Jelly, per kit $2.60
In 5 kit lots 2.55
In 10 kit lots 2.50

JELLY (Challenge)

Extra Glucose Sugar Apple Jelly Compound.
In 30-lb. kits, per kit.....$3.50

JELLY (Pure Sugar and Apple)

Apsug Brand, per kit of 30 lbs.....$4.00
Layer Cake Filler or Marmalade (Perfection Brand)
True Fruit—Strawberry, Fig, Plum, Peach, Blackberry, Raspberry, Gooseberry, Pineapple and Apricot, in 30-lb. kits, per kit..$4.80
Fig Paste.
In about 30-lb. kits, per lb.....$0.16

KA-FLAV (A Mace Substitute)

30-lb. pails, per lb., 42c; 6-lb. cans, 45c; 1-lb cans, 50c.

WHOLE POTATO FLOUR

	200-lb. bags	Less
Per lb.	$0.18	$0.20

KONUT

	50-lb.	25-lb.	10-lb.	5-lb.
Per lb.	$0.27	$0.28	$0.30	$0.31

KORA

Wheat Flour Substitute, per 100-lb. bag....$6.75

LARD—Use Selex

Selex is a much richer and better shortening, and can be used in baking to take the place of lard. Gives better results for less money.
Sold at prevailing market prices. **Ask us for quotations.**

LAYER CAKE FILLER (Marmalade Perfection Brand)

True Fruit—Strawberry, Fig, Plum, Peach, Blackberry, Raspberry, Gooseberry, Pineapple and Apricot, in 30-lb. kits, per kit.....$4.80
Marshmallow Powder
In 1-lb. cans, per lb.....$1.32
In 5-lb. cans, per lb..... 1.28
In 10-lb. cans, per lb..... 1.25
In 30-lb. cans, per lb..... 1.23
Try this powder. It makes the finest kind of layer-cake filling.

LEMON JUICE (Pure)

Use anywhere you would use fresh lemons.
3 doz. ½ pints to case, per case.....$3.50
1 doz. ½ pints..... 1.00
½ pint bottle, each ..... .30

LICORICE ROOT (7 inch)

See Candy Maker's Department page 22.

MAIZE (cream of)

Market on all corn products going up daily; do not expect these prices to hold good from one day to the next. They are subject to daily changes.
In 100-lb. bags, per bag.....$5.33
Less quantity, per lb..... 5.60

MALT (Dry) (s)

	175-lb. bbls.	70-lb. drums	30-lb. box
Diasto, (s). Per lb...	$0.19	$0.19½	$0.20

(s) If you want nice golden brown bread, moist and fresh, try this Diasto. This is similar to liquid malt in results. Saves 25 per cent of your sugar. Saves 25 per cent of your lard. Saves 10 per cent of your yeast.

MARSHMALLOW PASTE

Jack Frost (white), per gal. can.....$1.30
Fine for icings and cake fillings.

MARSHMALLOW PASTE—(Noggle's)

How to make Marshmallow Cake Filling from Noggle's Quick Action Marshmallow Powder when quick results are wanted. Requires from 2 to 5 minutes to whip up: Dissolve 2½ ounces of Noggle's Quick Action Marshmallow Powder in 1 pint warm soft water. Whip up stiff. Fold in little at a time, 2 pounds sugar (half granulated and half powdered is best) and ¼ ounce cream of tartar. Flavor to suit with Noggle's Invincible Extract. This batch will cover about 450 square inches ¾ inch thick. While this product is ready to use as soon as made, it will keep several days if kept from the air.

Many fine recipes and full directions included with each can of powder. See prices below:

MARSHMALLOW POWDER (Noggle's)

For Icings and Layer Cake Filling—
1-lb. cans $1.32
5-lb. cans 1.30
10-lb. cans 1.28
30-lb. cans 1.25

MAZETTA (For Cream Work)

See Candy Maker's Department, page 22.

MILK (Condensed)

Per case of six 1-gal. cans.....$7.00

MILK (Powders)

(u) Real milk without the moisture. It has been difficult to make milk users appreciate that there really is such a thing—no imitation. But gradually all are learning that it does not sour. They don't have to wait for the milkman. Results just as good as with fresh milk.

MILK POWDER (M. & S.)

In barrels, per lb.....$0.29
In 50-lb. drums, per lb..... .33
In 10-lb. cans, per lb..... .36
Milk is scarce.

MINCEMEAT (Moist)

	In 450-lb. bbls.	250-lb. ½-bbls	150-lb. kegs	46-lb. kits	29-lb. kits
Invincible..	$0.13	$0.13¼	$0.13½	$0.13¾	$0.14

MINCEMEAT (Condensed)

Challenge, 5-lb. bricks.....$0.19
In cases of six 5-lb. bricks..... .18
In five case lots..... .16½
M. & S., in 5-lb. bricks..... .20
In case lots of six 5-lb. bricks..... .19
In five case lots..... .17½

MOISTO (The Cold Water Icing)

Makes icing that will keep fresh and moist for days. Ask for free sample.
In 5-lb. cans, per lb.....$0.35
In 10-lb. cans, per lb..... .32

MOLASSES (New Orleans) (v)

	50-gal. bbls.	half bbls	10-gal. kegs	5-gal. kegs
Sunlight, Extra Light per gal.	$0.69	$0.76	$0.83	$0.85
Extra Choice. (Light). per gal.	.65	.72	.80	.84
Invincible (Medium), per gal.	.54	.60	.65	.70
Onola (Dark), per gal..	.48	.52	.63	.65
Berkley (Dark), per gal.	.44	.50	.58	.62
Berkley, in 15-gal kegs, per gal.				.54

MUSTARD

In gallon jugs, per gal.....$0.85

NOUGAT CREAM

See Candy Maker's Department page 22.

NUCOA BUTTER

See Candy Maker's Department page 22.

NUTS (Shelled)

	Price per lb Cases	Less
Almonds—Selects (28-lb. cases)	$0.63	$0.65
Almonds—Valencias (28-lb. cases)	.50	.52
Almonds—Jordans (28-lb. cases)	.58	.60
Black Walnuts (28-lb. cases)		Out of
Brazils—Pieces (28-lb. cases)		Out of
Cachew (28 cases)		Out of
Filberts (50-lb. bags)	.48	.50
Pecan (Halves) 28-lb. cases	1.28	1.30
Pecan (Pieces) 28-lb. cases	1.23	1.25
English Walnuts (½s) 55-lb. c	.92	.95
English Walnuts (pcs) 55-lb. c		Out of
Pignolias (28-lb. cases)	.48	.50
Pistachios (28-lb. cases)		none

	5-bag lots	125-lb. bags.	less
Peanuts, No. 1 Spanish	$0.15½	$0.16	$0.17

OATMEAL (Fine Ground)

Per lb. $0.07

OILS ESSENTIAL

Almond, per lb	$14.00
Anise, per lb	3.00
Cassia, per lb	3.00
Clove, per lb	2.00
Lemon (H. P. Imported), per lb	3.00
Lemon (Imitation Oil of), per gal	5.00
Lemon Oil Emulsion, per gal	6.00
Lemon Oil Emulsion, per qt	1.75
Lime, per lb	5.00
Mace, per lb	1.90
Nutmeg, per lb	1.30
Orange (Sweet), **per lb**	5.50
Orange Oil Emulsion, per gal	6.00
Orange Oil Emulsion, per qt	1.75
Peppermint, per lb	7.50
Spearmint, per lb	6.00
Sassafras	2.00
Wintergreen (Oil of Betula), **per lb**	4.25

OIL (Cottonseed). Write for prices.

OIL (Slab)

See Candy Maker's Department, Page 23.

OVEN CEMENT (For Flues, etc.)

In 10-lb. cans, per can $1.50

PAINT (Cemcoat Enamel)

Made expressly for Bakery and Confectionery walls and wood work.

In 5-gal. cans, per gal $2.50
In 1-gal. cans, per gal 2.65

Kept in white color only.

Cemcoat sizing—A coat of sizing insures a good, smooth surface for painting and holds the paint to the wood or metal.

In 1-gal. cans, per gal $2.65
In 5-gal cans, per gal 2.50

PARAFFINE

Per lb. $0.20

PARAFFINE SUBSTITUTE

	100-lb. cases	10-lb. cake
Parasub, per lb	$0.30	$0.32

PEANUT BUTTER

	10-lb. cans	25-lb. cans	50-lb. cans
Price, per lb	$0.27	$0.25	$0.23

PEELS

	25-lb. boxes	10-lb. boxes	Less
Lemon	$0.30	$0.31	$0.32
Orange	.30	.31	.32
Citron.			
No. 2, per lb	.35	.37	.38
No. 1, per lb	.36	.38	.40
Fancy, per lb	...	.40	.41

PIE FILLING POWDERS

	30-lb. Pails	14-lb. Pails	Less
Lemon, per lb	$0.18	$0.19	$0.20
Orange, per lb	.18	.19	.20
Chocloate, per lb	.18	.19	.20
Cream, per lb	.18	.19	.20
Strawberry Cream, per lb	.18	.19	.20
Pineapple Cream, per lb	.18	.19	.20
Cherry Cream, per lb	.18	.19	.20
Custard, per lb	.28	.30	.32

(w) Water, only, added to these pie filling powders; then slightly cooked. Directions with each package. Samples free.

PIE FRUITS (Solid Pack Cans)

Apples—	Case Lots
New York—No. 10, case of 12 cans	$6.60
5 case lots	6.50
Arganas—No. 10, per doz	5.10
5-doz. lots, per doz	5.00
Apricots—No. 10, 12 to case	
5 case lots	3.50
1 case lots	3.60
Blackberry—12 cans to the case	Out of
Cherries—Fancy No. 10, case of 12	Out of
Gooseberries—No. 10, 12 to case	5.60
Logan Berries—Out of stock.	
Peaches (pld.)—No. 10 Cal., 12 to c.	9.60
5 case lots	9.50
Pineapples—Grated, per doz	11.00
Pumpkin—No. 10s, per doz	4.00
Pumpkin—No. 3, per case 2 doz	3.50
Rhubarb—No. 10, 12 to case, per case	Out of

PIE FRUITS (Evaporated)

Apples—Choice evaporated.
50-lb. boxes, per lb. 13c; less ..... None
Apricots—Choice evaporated.
50-lb. boxes, per lb $0.22
25-lb. boxes, per lb ..... .23
Less, per lb ..... .24
Cherries—Evaporated.

	150-lb.	50-lb.	Less
Imported			Out of stock

Peaches—Evaporated, 25-lb. boxes, per lb ..... .14
Raspberries. 210-lb. bbl. 25-lb. pail Less
Choice Evap., per lb.—No stock at present.

PIE TOP POWDER

For tops of soft pies and merangues.

	1-lb. can	5-lb. can	10-lb. can	30-lb. drum
Per lb	$1.32	$1.28	$1.25	$1.23

PINK BEANS (For Chili)

Per lb. $0.13
In bags, per lb ..... .12

PLUM PIE FILLING (In Paste Form)

In kits of about 30 lbs., per kit $2.50
In 5-lb. lots 2.40

POTATO FLOUR

	200-lb. sacks	Less
White, per lb	$0.16	$0.18
Whole, per lb	.18	.20

POP CORN

Snow Pop, per lb $0.12½ $0.14

RAISINS (xx)

	50-lb. cases per. lb.	Less per lb.
Bleached	None in stock	
Seedless Sultanas (small, grow without seeds)	.15	.16
Seeded Raisins (large raisins with seeds removed) in 25-lb. boxes, per lb	.11½	.12
In 10-case lots, per lb	.11⅛	.....
Seeded Raisins (large raisins with seeds removed) in 11-oz. pkgs., 45 pkgs. to case, per case		4.15

RASPBERRIES

	210-lb. bbls.	25-lb. pails	Less
Evaporated, per lb	No stock at present.		

RAT-SWAT

It embalms and dries them up.

Small size	$0.25
Medium size	.50
Mammoth size	3.00

All Prices Subject to Change Without Notice.

RICE FLOUR

	100-lb. Bags	Less
Rice Flour, per 100 lbs.	$9.89	$10.85

ROACH EXTERMINATORS

Dead Shot, etc. Same as under Cockroach Powder, which see on page 16.

SALT (Colonial Brand)

Single barrels of 280 lbs.	$3.85
5-barrel lots, per barrel	3.75
10-barrel lots, per barrel	3.65
25-barrel lots, per barrel	3.60

Sold in barrels only. Price F. O. B. Kansas City. Ask for special price on car lots (about 150 barrels).

SALT (Rock)

In 200-lb. bags, per bag, each	$1.80
In 10-bag lots, per bag	1.60

SEEDS

	125-lb. bags.	Less
Anise Seed—Out of stock.	**Unable to get.**	
Caraway seed	..	.95
Caraway seed, ground	..	.93
Blue Poppy	.75	.78
Coriander seed, ground	.08	.10
Cardamen seed, ground		1.75
Black Mustard	.20	.21
Yellow Mustard	.30	.35

SHORTENING—Use Selex

Selex is a high quality vegetable shortening of uniform grade, and can be used in baking wherever mix calls for butter, lard or any compound. Gives the same results at less cost.

Sold at prevailing market prices. **Ask us for quotations.**

SOAP CHIPS (see page 16)

SODA (Bi-Carbonate)

	400-lb. bbls.	112-lb. kegs	Less
Per lb.	$0.05½	$0.06	$0.07

SPICES (Ground) (y)

	bbls.	drums	10-lb. cans	5-lb. cans	Less
Cinnamon					
Invincible brand, pure	$0.35	$0.36	$0.37	$0.38	$0.40
Challenge brand, pure	.31	.32	.33	.34	.36
Ginger					
Invincible brand, pure	.25	.26	27	.28	.30
Ka-Flav—A Mace substitute. 30-lb. pails, per lb., 42c; 5-lb. cans, 45c; 1-lb. cans, 50c.					
Mace					
Invincible brand, pure	.80	.82	.85	.90	.92
Nutmeg					
Invincible brand, pure	.55	.60	.65	.66	.68
Allspice					
Invincible Brand, pure	.19	.20	.21	.22	.24
Cloves					
Invincible brand, pure	.45	46	.47	.48	.50
Pepper					
Invincible brand,					
Black, pure	.46	.47	.48	.49	.50
White, pure	.49	.50	.51	.52	.54
Cayenne	.45	.46	.47	.48	.50
Mustard, pure	.25	.26	.27	.28	.30
Sage, Rubbed, pure	.26	.27	.28	.30	.32
Coriander, pure	.15	.16	.17	.18	.20

SWEEPING COMPOUND (B.-D. Brand)

Lays dust in sweeping. One handful goes as far as two of most others.

In 250-lb. drums 5.65

TAPIOCA FLOUR

	50-lb. drums	Less
Pulverized, per lb.	$0.23	$0.24
Granulated, per lb.	.21	.22

VANILLA (see Extracts)

WAFER (or Rice Paper)

100 sheets (about 2-lbs. to package per package) ..... none in stock

WHIP TOP POWDER

For tops of soft pies and merangues.

	1-lb. can	5-lb. can	10-lb. can	30-lb. drum
Per lb.	$1.32	$1.28	$1.25	$1.23

WYANDOTTE SANITARY CLEANER AND CLEANSER

	280-lb. bbls.	30-lb. kegs.	25-lb.
Wyandotte, per 100 lbs.	$5.15	$6.20	$7.20
5-bbl. lots (one delivery) per 100 lbs.			$5.02½
10-bbl. lots (one delivery) per 100 lbs.			4.90
Bbls. of 50 5-lb. bags, per bbl.			$15.45

	250-lb. bbls.	75-lb. kegs.	
Wyandotte Building Detergent, per 100 lbs.	$7.30	$8.35	
5-bbl. lots, per 100 lbs.	....	....	$7.17½
10-bbl. lots, per 100 lbs.	....	....	7.05
Bbls. of 50 5-lb. bags, per bbl.			21.40

Candy Makers' Department

ACIDS

See Baker's Department page 15.

ALBUMEN CRYSTALS

	100 lb. cases	Less
Russian, per lb.	$1.95	$2.00

ANGELIQUE

See Baker's Department page 15.

CARAMEL CREAM (Laurel)

About 50-lb. kegs, per lb. $0.25

CHILI BEANS (Pink)

See Baker's Department page 16.

CHOCOLATE (Bitter, Sweet and Milk)

See Baker's Department page 16.

COCOA BUTTER

Per lb. $0.50

COCOA BUTTER SUBSTITUTE

	56-lb. Cases	Less
Kasmo, per lb.	$0.30	$0.32
	100-lb. Cases	Less
In-Re-Co., per lb.	.31	.33
Kokoreka, per lb.	.31	.33
	50-lb. Cases	Less
Nucoa Butter, per lb.	.31	.33

COCOANUT OIL

	50-lb.	25-lb.	10-lb.	5-lb.
Konut, per lb.	$0.27	$0.28	$0.30	$0.31

COCOANUT (Domestic)

	140-lb. Bbls.	50-lb. Drums	Less
Thread, long, per lb.	$0.30	$0.31	$0.32
Macaroon, fine ground, per lb.	.30	.31	.32
Sliced, or Chip (comes in wide strips), per lb.	.31	.32	.33

COCOANUT (Ceylon Sugarless)

	120-lb. Cases	Less
Thread, long, per lb.	$0.33	$0.34
Shred, short, per lb.	.33	.34
Macaroon, fine ground, per lb.	.33	.34
Sliced, or Chip (comes in wide strips), per lb.	.34	.35

COLORS (Liquid and Paste)

See Baker's Department page 16.

CONDENSED MILK

See Pages 17 and 22.

CONES—ICE CREAM

PURITY—Unsweetened.

Box of 100	Box of 250	Box of 600	Box of 1200
$0.85	$2.10	$4.00	$7.50

EVER-CRISP—A Sweetened Cone; "Can't Be Beat."

Box of 100	Box 250	Box of 1000
$0.95	$2.25	$8.00

CREAM TARTAR

	6-lb. Cans	Less
U. S. P. Pure, per lb.	$0.34	$0.35

All Prices Subject to Change Without Notice.

CRYSTALLIZED FRUITS

Cherries (pieces) in 30-lb. pails, per lb.	$0.50
Less, per lb.	.55
Imported (whole) 8¾ lb. boxes, per lb.	.75
In 5-lb. boxes, per lb.	.77
Pineapple Cores, in 25-lb. boxes, per lb.	.50
Less, per lb.	.55
Pineapple Slices, in 5-lb. boxes only. per lb.	.70
Pineapple Fingers, in 5-lb. boxes only. Per lb.	.65
Assorted Fruit, in 5-lb. boxes. Per lb.	.75
In 1-lb. fancy boxes, per lb.	1.00
Ginger, 1-lb. cans, per can	.75
In 5-lb. lots, per lb.	.73

CRYSTALLIZED FLOWERS

Mint Leaves, per lb.	$1.50
Rosebuds, white, per lb.	1.25
Rosebuds, pink, per lb.	1.25
Rose Leaves, pink, per lb.	1.25
Rose Leaves, white, per lb.	1.25
Violets, per lb.	1.50

DATES

None in Stock.

EXTRACTS AND FLAVORS

The candy kettle will not burn out the flavor. Select one of these and let your customers advertise your candies.

CONFECTIONERS' GRADES (J).

VANILLA, Vanillin and Coumarin Compounds.

Price per gal. in	10-gal bbls.	5-gal. kegs	Single kegs	Per gal.	Per qt.	Per pt.
Infernas	$8.00	$8.50	$8.75	$9.00	$2.35	$1.30
Zacapa	7.00	7.50	7.75	8.00	2.10	1.20
Victa	...	...	...	7.00	1.85	1.05

Lemon Flavor—Terpeneless Compound (k).

Price per gal. in	10-gal bbls.	5-gal. kegs	Single kegs	Per gal.	Per qt.	Per pt.
Infernas	$10.00	$10.50	$10.75	$11.00	$2.85	$1.55
Zacapa	8.25	8.50	8.75	9.00	2.35	1.30

EXTRACTS, ASSORTED

Almond, Anise, Caramel, Capsicum, Cassia, Chocolate, Clove, Coffee, Ginger (Jamaica), Honeysuckle, Mace, Nutmeg, Orange, Peppermint, Pistache, Rose, Wintergreen, Spearmint, Hoarhound, Caraway, Cardamon, Wild Cherry, Clover and Sassafras.

	Per gal.	Per qt.	Per pt.
Superb	$12.00	$3.25	$1.70
Invincible	10.00	2.75	1.55

Either Compound Flavors

Strawberry, Pineapple, Banana, Peach, Cherry, Maple, Violet, Blackberry, Raspberry, Apricot, Apple and Grape.

	Per gal.	Per qt.	Per pt.
Superb	$12.00	$3.25	$1.80
Invincible	10.00	2.75	1.55
Tutti Fruitti	7.00	2.00	1.15

True Fruit Extracts, Concentrated

Strawberry	per pint $1.50
Raspberry	per pint 1.50
Cherry	per pint 1.50

FIGS

Figs, Cooking, 50-lb boxes, per lb.	None
Layer Figs, 10-lb. boxes, per lb.	$0.33

FLY PAPER—Tanglefoot

Per case of 5 cartons (250 double sheets)	$4.25
Per carton of 50 double sheets	1.00

FOUNTAIN FRUIT SPECIALTIES

See Pages 23 and 24.

GELATINES (m)

	In 100-lb. cases	Less
Japanese, per lb.	None in stock	
Silver Medal, in sheets, per lb.	2.00	2.05
Gold Medal—Out of stock, unable to get any.		

	140 lb. bbls.	Less
Shred. OUT—Unable to get.		
Granulated.	Bbls.	Less
No. 1, per lb.	$1.10	$1.35
No. 2, per lb.	1.00	1.30

GLUCOSE

	650 lb. bbls.	350 lb. ½-bbls.	120 lb. Kegs	60 lb. Kegs
No. 43, per 100 lbs.	$5.25	$6.60	$7.00	$7.50

GLYCERINE (Pure White)

In 50-lb. cans, per lb., $0.80 ..... less $0.55

GUMS

Arabic (Powdered), per lb.	$0.75
Shellac (White), per lb.	.65
Tragacanth (Turkish), per lb.	1.50
Penny, for slot machine, per box	1.35

HOARHOUND HERB

Per lb. $0.55

ICE CREAM CONES

See under Cones.

KAS-MO (A Cocoa Butter Substitute)

Get next to Kas-Mo—the best substitute for Cocoa Butter on the market.

	100-lb. Cases	Less
Per lb.	$0.30	$0.32

KOKOREKA

	100-lb. cases	Less
Per lb.	$0.31	$0.33

KONUT

	50-lb.	25-lb.	10-lb.	5-lb.
Per lb.	$0.27	$0.28	$0.30	$0.31

LICORICE ROOT (7 inch)

Per lb. $0.60

MAZETTA CREAM (for Cream Work)

	420-lb. Bbls.	200-lb. ½-Bbls.	100-lb. Kegs	50-lb. Kits
Per lb.	$0.12	$0.12½	$0.15	$0.16

*We do not carry in stock, Bbls. or ½-Bbls. of Mazetta Cream. Price quoted on these is F. O. B. Chicago.

MILK (Condensed)

Per case of six 1-gal. cans $7.00

NOUGAT CREAM (for Making Nougat)

	110-lb. ½-Bbls.	50-lb. Kegs	20 to 30-lb. Pails
Per lb.	$0.21	$0.23	Out of

NUCOA BUTTER

A good Cocoa Butter substitute.

	50-lb. cases	Less
Per lb.	$0.31	$0.33

NUTS (Shelled)

See under Baker's Department, page 20.

OIL (Essential)

See under Baker's Department, Page 20.

OIL (Cocoanut)

Used for cooking nuts, baking, etc.——a pure cocoanut oil.

	50-lb.	25-lb.	10-lb.	5-lb.
Per lb.	$0.27	$0.28	$0.30	$0.31

OIL (Slab)

Per gal. $3.00

PAINT (Cemcoat Enamel)

Made expressly for Bakery and Confectionery walls and woodwork.

In 1-gal. cans, per gal.	2.65
In 5-gal. cans, per gal.	$2.50

Kept in white color only.

Cemcoat sizing—A coat of sizing insures a good, smooth surface for painting and holds the paint to the wood or metal.

In 1-gal. cans, per gal.	$2.65
In 5-gal. cans, per gal.	2.50

PARAFFINE

Per lb. $0.20

PARAFFINE SUBSTITUTE

	100-lb. Cases	10-lb. Cake
Parasub, per lb.	$0.30	$0.32

All Prices Subject to Change Without Notice.

POP CORN

	Bags	Less
Snow Pop, per lb	$0.12½	$0.13½

SLAB OIL (for use on Candy Slabs)

Per gallon $3.00

SODA (Bi-Carbonate)

See Baker's Department, page 21.

STARCH

See Corn Starch under Baker's Dept., page 17.

VANILLA

See Extracts.

WAFER (or Rice Paper)

100 sheets (about 2-lbs. to package) per package ..... None in stock.

FOUNTAIN SUPPLIES

ACIDS (Fountain)

	No. 1	No. 2
Phosphate, per gal	$2.00	$1.00
Phosphate, per quart	.55	.30
Fruit, per gal	3.00	2.00
Fruit, per quart	.80	.55

ALLEN'S RED TAME CHERRY

Per gallon $3.00
In 4 1-gal. jug lots, per gal 2.90

Missouri State Tax 2½c per gallon.. Government War Tax Paid.

APPLJU ("Drink an Apple")

Size of Bottle	Weight Per Case	Bottles Per Case	Price Per Case
8 oz.	57 lbs.	4 doz.	$4.40
14½ oz.	55 lbs.	2 doz.	3.90

BEVO—The New Drink

2 dozen to the case, per case $2.65
90c allowance for full case of empties returned, freight prepaid to Kansas City.
Missouri state tax and government war tax paid.

BROMO-SELZER

½-lb. bottles, per bottle $1.10

BUTTER SCOTCH SUNDAE DRESSING

Mallo-Scotch, in ½-gal. cans, per can $1.65

CARBONATED WATER

Case 50 Qts. Carbonated Water $6.00
Case 100 Pts. Carbonated Water 8.50
Case 100 Qts. Carbonated Water 7.00

Allowance for bottles in their cases, if freight prepaid to K. C.:

Qts., each $0.02
Pts., each ..... .01½
Splits, each ..... .01

CHOCOLATE (Liquid)

In ½ gal. jars, 6 to case, per doz $18.00

CHOCOLATE PASTE

	5-lb. jars.	2½-lb. jars.
Per lb.	$0.45	$0.50

CIDER FLAVORS—Imitation

	Per gal.	Per qt.
Orange	$5.00	$1.50
Blackberry	6.00	1.75

Missouri state tax and government war tax paid.

COCOANUT—Toasted.

Better than ground nuts for Sundae topping.
In 53-oz. can, per can $1.35

COCA-COLA

	1-gal. jugs.	5-gal. kegs.	10-gal kegs.	40-gal. bbls.
Per gal	$2.00	$1.85	$1.75	$1.50

Missouri State Tax 2½c per gallon. Government War Tax Paid.

COCOA-MILCO—For Hot Chocolate

In 5-lb. cans, per lb $0.40
In 10-lb. cans, per lb ..... .38

Ready to use; add hot water, top with marshmallow, and serve.

FOAM PREPARATION (Soda Foam)

	Per gal.	Per qt.
No. 1	$3.00	$0.80
No. 2	1.50	.40

FRUITS (Crushed and Whole)

(For Fountain Use) In ½ gal. jars, 6 to the case.

	C. F. J. Co.'s Per doz.	Frutana Naboth or S. W. N. Per doz.
Butterscotch Sundae	$20.00	None
Caramel Nut	31.00	$30.00
Cherries, crushed	34.00	30.00
" W. & B.	None	30.00
" W. & B. gal. crocks	None	44.00
" W. & B., gal. crocks	None	4.00
" ruby, shredded	35.00	30.00
" whole, select ruby	36.00	36.00
" whole, white	37.00	37.00
" green Creme de Menthe	37.00	37.00
Chop Suey	18.00	20.00
Cocoa Syrup, Dark	18.00	18.00
Figs, shredded	24.00	24.00
Peaches, crushed	24.00	20.00
Peaches, sliced	30.00	30.00
Pineapple, crushed	30.00	24.00
" cubes	31.00	None
" ruby crushed	30.00	30.00
Raspberry, black, whole	36.00	30.00
" red, crushed	36.00	30.00
Strawberry	36.00	34.00

FRUIT SYRUPS

(Concentrated, 1 gal. jugs only)

	C. F. J. Co.'s Per gal.	Frutana Naboth or S. W. N. Per gal.
Banana	$3.00	$2.75
Blackberry	3.00	2.75
Cherry	3.50	3.00
Claret	3.00	2.75
Cocoa	None	2.50
Coffee	3.00	2.75
Cream of Mint	3.00	2.75
Grape	3.00	2.75
Lime Freeze	3.00	2.75
Messina Lemon	3.25	2.75
Mint, Freeze	3.00	2.75
Nectar	3.00	2.75
Orange	3.25	2.75
Peach	3.00	2.75
Pineapple	3.50	3.00
Raspberry	3.50	3.00
Red Raspberry	3.50	3.00
Red Orange	3.25	3.00
Strawberry	3.25	2.75
Vanilla	3.00	2.75

Missouri state tax 2½ cents per gallon. Government war tax paid on C. F. J. brand. Missouri state and war tax on S. W. N. brands paid.

FOUNTAIN SYRUPS (Concentrated)

Gal. jugs only.

Banana, per gal	$2.75
Blackberry, per gal	2.75
Cherry, per gal	3.00
Chocolate, per gal	2.50
Cocoa	2.50
Coffee, per gal	2.75
Faust Gingerale, per gal	2.75
Ginger, per gal	2.75
Grape, per gal	2.75
Lemon, per gal	2.75
Maple, per gal	2.75
Nectar, per gal	2.75
Orange, per gal	2.75
Peach, per gal	2.75
Pineapple, per gal	3.00
Raspberry, per gal	3.00
Sarsaparilla, per gal	2.75
Sherbet, per gal	3.00
Strawberry, per gal	2.75
Vanilla, per gal	2.75

PREPARED Fountain Syrups—None in stock.

GINGERALE SYRUP (Waukesha)

(Concentrated Syrup—make genuine Waukesha Gingerale. Better than bottled goods.)

Used at Fountain with carbonated water, 1 oz. to 8 oz. glass; cheaper than bottle gingerale, and better.

In quart serving bottles, each $0.75
Per gallon (in four 1-quart bottles) 3.00

Missouri state tax 2½c, government war tax 18c per gallon.

All Prices Subject to Change Without Notice.

GINGERALE

	Genuine Waukesha	Wads
1 case of 50 24-oz. (quarts)	$ 8.00	$7.00
1 case of 100 12-oz. (pints)	10.00	9.00
1 case of 100 6-oz. (½ pints)	9.00	8.00

Missouri state war tax ⅛ cent per gallon.

GRAPE JUICE

	Welch Per Case
4-oz.—6 doz. to case	**$5.00**
½-pts.—3 doz. to case	**4.50**
Pts.—2 doz. to case	**4.75**
Qts.—1 doz. to case	**4.50**
½ gals.—8 bot. to case	**5.00**

Moar—C. F. J. Co.'s new drink.
In 1 qt. bottles, 12 to case, per case $6.00
Per single qt. bottle, each 1.10

HOT SODA GOODS

BOUILLON

Chicken, in pint bottles, per doz.	$ 5.00
Oyster, in pint bottles, per doz.	3.50
Fluid Beef, in pint bottles, per doz.	15.00
Beef and Tomato, quarts, per doz.	9.00
Beef Tea Extract, pints, doz.	12.00
Beef Tea Extract, ½-gallon, gal.	6.75
Beef Tea Extract, gallons, gal.	6.50
Chicken Bouillon, pints, per doz., C. F. J.	6.50
Clam Bouillon, 10 oz. cans, per doz.	4.00
Coffee Extract, pints, doz.	9.00
Creme de Menthe, quarts, doz.	7.50
Ginger, pints, doz.	12.00
"Hot Stuff," quarts, per doz.	9.00

LOJU (Loganberry Juice)

Loju Beverage

Size of Bottle	Weight Per Case	Bottles Per Case	Price Per Case
4 oz.	**50.5 lbs.**	**8 doz.**	**$5.40**
16 oz.	**53.0 lbs.**	**2 doz.**	**5.25**
32 oz.	**48.0 lbs.**	**1 doz.**	**5.00**

Loju Concentrated

Size of Bottle	Weight Per Case	Bottles Per Case	Price Per Case
24 oz.	**45 lbs.**	**12 only**	**$6.25**
64 oz. (½ gal.)	**77 lbs.**	**9 only**	**10.50**

MALLOW—MARSHMALLOW-CREME

1-gallon cans.
Vanilla Flavor, per can $1.30
Maple and Caramel Flavor, per can 1.30
Jack Frost (white), per gal. can 1.30

MALTED MILK—Milkose

In 10-lb. cans, per lb $0.35
In 25-lb. cans, per lb ..... .32
In 100-lb. lots—4 25-lb. cans, per lb ..... .30

MALTED MILK (Borden's Eagle Brand)

25-lb. cans, per lb $0.35
10-lb. cans, per lb ..... .38
5-lb. cans, hospital size, per can 2.90
Large sizes, 1-lb. net, per can 1.10
100-lb. lots (4 25-lb. cans) sent prepaid on drop shipments, except to jobbing points.

MALLO SCOTCH SUNDAE

For Butter Scotch Sundaes.
In ½-gal. cans, per can $1.65

MILCO—For Hot Chocolate

In 5-lb. cans, per lb $0.40
In 10-lb. cans, per lb ..... .38
A milk cocoa—ready to serve. Just add hot water and top with marshmallow.

MILKOSE (A Malted Milk)

In 10-lb. cans, per lb $0.35
In 25-lb. cans, per lb ..... .32
In 100-lb. lots—4 25-lb. cans, per lb ..... .30

MISCELLANEOUS FOUNTAIN SPECIALTIES

Mustard, in gal. jugs, per gal $0.85

NUTS (Ground, Assortment)

Per lb $0.50
Dunham's Sundae Cocoanut.
In 53 oz. cans, per can $1.25
Don't overlook this—it beats regular ground nuts.

NUT PREPARATIONS

	½-gal.	1-qt.
Invincible Caramel Nut, doz.	$30.00	$15.50
Invincible Chocolate Nut, per doz.	30.00	15.50
Invincible Maple Nut, per doz.	30.00	15.50
Special Sundae, any flavor	18.00	None
C. F. J. Mix-Nut Sundae, per doz.	39.00	None

ORANGEADE (Noggle's)

Gal. jugs only.

Orangeade, Concentrated Syrup, Noggle's $2.10
6 gal. to case, per gal 2.00
12 gals. (two cases) per gal 1.95
1 gallon concentrated syrup makes 3 gallons Orangeade; ready to drink—nothing to add but water.

War and State Tax Paid.

ORANGE JULEP (Howell's)

A concentrated syrup—gallon jugs only.
Single gallon $2.10
6 gal. to case, per gal 2.00
Freight prepaid on orders of 12 gallons or more.

ORANG-TANG PASTE—Noggle's New Drink

Put up in convenient paste form. One pound makes 35 gallons or 560 8 oz. (5c) glasses.

1¼-lb. jars, per jar $4.75
2½-lb. jars, per jar 8.00
5-lb. jars, per jar 14.00

PEACOCK

An established fountain drink in the East, and a good substitute for some of the scarce "best sellers."
In 1-gal. jugs, per gal. $2.35
In 1-gal. jugs, 4 to case, per gal. 2.30
In 10-gal. kegs, per gal. 2.25

PHOSPHATES

(In gallon jugs only.)
Ruby Claret, per gal $3.50
Morella Cherry, per gal 3.50
Wild Cherry, per gal 3.50
Mint, per gal 3.50
Grape, per gal 3.50
Champagne, per gal 3.50

ROOT BEER

Ead's Root Beer Syrup.
1-gal. jug $2.50

Buckeye Root Beer Syrup.	1 gal. jugs	6-gal. kegs	12-gal. kegs	30 gal. ½ bbls.	50 gal. bbls.
Per gal.	$3.00	$2.95	$2.90	$2.85	$2.80

Missouri state tax 2½ cents per gallon. Government war tax paid.

SYRUP—SIMPLE (Sugar)

	bbls.	10 gal. kegs	5 gal. kegs
None in Stock.			

TOMATO NECTAR—The Best Hot Drink

Packed only in quart bottles, 12 to case, per case $3.00
Single quarts ..... .35

CLASSIFIED ADVERTISEMENTS.

Rate—Three cents per word, each insertion, where mail or replies are directed to our care, requiring forwarding postage. Two cents per word, each insertion where direct address is used.

Attention, Bakers! We sell patent brick bake ovens that can be moved. Cash or time terms. Satisfaction guaranteed. Send for catalogue. Middleby-Marshall Oven Co., 600 S. Sixth Street, St. Louis, Mo. tf

For Sale—Bakery and candy outfit complete, (owner non-resident), can be bought right—just the place for man and wife. Brick oven in building, cheap rent. Address, J. K. Wells, Jasper, Mo.

For Sale—Wholesale and retail bakery. Good town of 7,000 inhabitants. This bakery will be sold for cash, worth the money—about $1,000. Address, "The Bull Dog," care S. W. Noggle Co., Kansas City, Mo.

Kusa Bakery, for sale, Kusa, Oklahoma.

For Sale—Three-deck Black Diamond oven in good condition. Inquire of Perry Dupree, Inman, Kans.

All Prices Subject to Change Without Notice.

Keep your on this page FOR BIG BARGAINS

BUTTER DISHES.

		Original Price	Sale Price
1	Bundle, 150 only, 2-lb. wood Butter Dishes.	.30	.15

BAG HOLDERS.

No. 1 Wire Bag Holders, holds 4 size bags, each.		$0.50
No. 2 Wire Bag Holders, holds 6 size bags, each.		1.00

STEEL WAGON BOXES.

Wood slats and frame made almost like a trunk. While they last.

1-bu. size, 20x10x12 in. deep, each..... $1.50
1½-bu. size, 20x16x8 in. deep, each..... 2.00
2-bu. size, 20x16x11 in. deep, each..... 2.25

ICE CREAM DISHERS.

23	5 to qt. No. 184 Tin Wood Handle I. C. dishers, each	.35	.15
21	10 to qt. No. 184 Tin Wood Handle I. C. dishers, each	.35	.15
18	12 to qt. No. 184 Tin Wood Handle I. C. dishers, each	.35	.15
21	16 to qt. No. 184 Tin Wood Handle I. C. dishers, each	.35	.15
25	20 to qt. No. 184 Tin Wood Handle I. C. dishers, each	.35	.15
6	14-to-qt. Cone-Shaped Bowl Ice Cream Dishers, aluminum	1.75	1.35
1	14-to-qt. Round-Shaped Bowl Ice Cream Dishers, aluminum	1.75	1.35
17	5 to qt. Cone Shape, All Metal Ice Cream Dishers (New)	1.50	1.25

Ask for prices and designs in Imported Candy Boxes, they come in trunks, pianos, autos, market basket, etc. designs, very tasty.

ICE CREAM MAKERS' GOODS.

1	Only, 25-qt. 2nd hand Freezer Can for White Mtn. Freezer	5.00	3.50
4	Only, 20-qt. size, Galv Brick Tanks, 8½x8½x22. 2nd hand, each.	2.80	1.50
2	Only, 11¼x12¼x22½ High Galv. Rack for Brick Tank. 2nd hand..	5.00	2.00
2	Only, 10x14x19 High Galv. Brick Tanks, 2nd hand, each	3.00	1.25
1	Only, 10½x10½x19 in. high, Galvanized Brick Tank, second-hand.		1.50
2	Only, 7¼x8¼x11½ High Galv. Brick Tanks, 2nd hand, each	2.00	.75
3	Only, Round Malleable Iron, Tinned Wood Handle I. C. spoons, 11 in. long, 2nd hand, each	1.00	.40
1	Only, Square End Wood Handle I. C. spoons, 12 in. long, 2nd hand, each.	1.00	.40
1	Only, 4 Teeth, 30 in. long Ice Chisel, 2nd hand, each	1.40	.60

ICE CREAM TOOLS.

		Original Price Doz.	Sale Price Doz.
16	3-pint Heavy Tin Double Lid I. C. Brick Moulds, wired at center	$0.40	$0.20
5	4-pint Heavy Tin Double Lid I. C. Moulds, wired at center (smoked slightly on outside)	.50	.25
6	Milk or Cream Strainers, 10½x6x3¾ (smoked slightly)	...	.25
2	Milk or Cream Strainers, 13½x5½x		
1	Milk or Cream Strainer, 13½x5½x		
2	Milk or Cream Strainers, 11¼x5x6 in. (smoked slightly), for use with cloth only	...	.15

BREAD PANS.

48	Only, Square Quaker Pans, sizes ranging from 8x8½ to 8⅞x8⅞x2¾, per dozen		.50
32	Tin Bread Pans, 8¼x8¼x2½, per dozen		1.00
4	Pans, 10¾x5¼x3 inches Deep Oval Bread Pans, Strapped in 4's	2.20	1.20
17	Only, 20¾x10¾x1 New Russia Iron Counter Pans	5.00	2.50
3	Only, 10¼x6½x2¾ New Tin Bread Pans, strapped in threes	2.60	1.60
56	Only, 22½x10¼x1 New Russia Iron Counter Pans	5.00	2.50
92	Only, 11½x8¾x2 Iron Bread Pans, strapped in 2s, second-hand	2.25	1.00
68	Only, No. 013, 17¼x4¼x3¾ Extra Heavy Tin Sandwich Pans; new	3.55	2.70
56	Pans, No. 14, 11¼x7¼x2¾ inches, Russia Iron Bread Pans	3.00	1.75
25	Pans, 11½x7½x2 Tin B. Pans with handle (smoked slightly)	1.35	.80
100	Pans, 11½x8½x2 Light Weight Tin Bread Pans with handles	1.10	.60
42	Pans, 16½x5¼x4 Slight Slant Pullman Pans without lids	8.00	3.75
	Above pans furnished with lids at	...	4.75
8	Pans, 8¾x8¾x2 Light Weight Tin Bread Pans	1.25	.85

PATTY PANS OR MUFFIN PANS.

51	Doz. 2⅜x2⅜x⅞ in. deep Boston Squares, Round Bottom, Jelly or Patty Pans	.15	10
2	Frames, 12 to Frame 2¾x1½ deep, Special Drop Cake Pans, Second Hand, per dozen	5.00	3.50
1	Dozen 8-inch Medium Pie Pans Second Hand, per dozen	.35	.15
32	Only, 4-inch Scalloped Round Patty Pans, per doz.	.30	15

PAPER CUTTERS.

Fastens under counter or shelf

(Piqua-Japanned).

6	Holds 6-in. rolls of paper, each.	$0.50	$0.25
2	Holds 9-in. rolls of paper, each.	.50	.25
8	Holds 12-in. rolls of paper, each.	.75	.35
2	Holds 15-in. rolls of paper, each.	1.00	.50
3	Holds 18-in. rolls of paper, each.	1.00	.50
4	Holds 20-in. rolls of paper, each.	1.00	.50
2	Holds 24-in. rolls of paper, each.	1.00	.50
1	Holds 36-in. rolls of paper, each.	1.10	.55

CAKE AND PIE PANS, ETC.

32	9-inch Regular Pie Pans, per doz.		.80
22	Large Square Cake Pans, 7x7x1, per doz.		1.00
15	7-inch Regular Pie Pans, per dozen		.24
15	8-inch deep Pie Pans, per doz.		.24
115	9-inch Medium Pie Pans, each		.01
6	9-inch Deep Pie Pans, each		.01
22	7-inch Ecko Layer Jelly Cake Pans, each		.04
31	No. 40, Angel Food Cake Pans, each		.02
26	5-qt. Turban or Turk Head Cake Moulds, 10½x3¾ inches	2.50	1.25
24	4-qt. Turban or Turk Head Cake Moulds, 10x3½ inches	2.25	1.15
24	3-qt. Turban or Turk Head Cake Moulds, 9¼x3 inches	3.00	1.00
54	2-qt. Turban or Turk Head Cake Moulds, deep, 8x3¼ inches	1.75	.90
112	Pans, 7 in. dia., ⅝ in. deep, shallow Jelly Cake Pans	.20	.10
142	Pans, 7⅛x1½ inches deep Mountain Cake Pans	$0.50	$0.30
42	Only, No. 40, Angel Food Pans, 6 in. dia., 2 in. deep, second hand	1.40	.75
2	Only, Square Angel Food Pans, 8x8x3, second hand	2.50	1.20
26	Only, 9½ in. diameter, 2 in. deep, Round Sponge Cake Moulds with tubes, per doz.	1.50	.80

CAKE CUTTERS.

10	3¾-inch Round Scallop Cake Cutters, each	.25
2	3-inch Round Scallop Cake Cutters, each	.20
1	3-inch Plain Round Cooky Cutter	.15
1	3¼-inch Plain, Round Cooky Cutter	.05
1	3½-inch diameter Shamrock Cooky Cutter	.15
1	3½x3½ in. Plain Heart Cooky Cutter	.15
1	2½x3 in. Scalloped Heart Cooky Cutter	.10
1	5½x4¼ in. Rabbit Cooky Cutter	.15

OVENS.

1	120-loaf Perfection Oven tile shelf good as new	$227.00	$175.00
1	Only, No. 217 New Blodgett 4-shelf oven, capacity 64 loaves, tile shelves		175.00
1	Only, Plain Oven Mouth Door, opening 12x24, with extension to rest on brick work	10.00	8.00

MISCELLANEOUS.

(Second Hand)

1	Wood Rack, 26x53 in., with fine wire shelves	1.00
1	Wood Pie Case, 24½ in. long by 12½ in. wide by 49 in. high, outside measurement, with shelf-holders for 17 shelves	1.00
1	26-inch Wood Bowl, cracked	.25
1	23-inch Wood Bowl, cracked	.40
1	10-qt. Steel Sponge Kettle	.70
1	Small Tin Grater (round)	.05
1	Ecko Egg Whip	.60
1	2-inch Rubberset Grease Brush	.10
1	Brass Pie Jagger	.05
1	Only, 20-inch Rolling Pin, stationary handle .90	.50
1	18-inch, second hand Gas Candy Furnace, new price, $19.50. Price for quick sale	10.00

NEW AND MISCELLANEOUS ITEMS.

Received too late to list in General Catalogue.

Mustard—1-gallon jugs $0.85

Worcestershire Style Table Sauce,
12-oz., per dozen 1.25
1-gallon jugs 1.50

Catsup—In jugs only, each ..... Out of

Packing Can Liners—Heavy cardboard, paraffined on both sides, to fit 20-qt. cans shown on page 233 of Tool Catalog.
In 1,000 lots $50.00
In bundle of 500 ..... 26.00
In bundle of 50 ..... 3.50

Chair Back Covers—White or tan duck, with name in red letters.

Per Doz.	White.	Tan.
With name	$6.45	$6.80
Without name	6.10	6.50

No. 12S Peanut Fryer 12 in. dia., 5½ in. deep with basket, will cook 6 lbs. of shelled peanuts and has hanger to drain grease back in fryer, price complete $3.50

No. 1. Electric Drink Mixer with non-detachable mixing arm 15.50

No. 2. Electric Drink Mixer with detachable mixing arm 18.00

Extra Agitators, each 1.25

Round Crimped Paper Baking Cups, 2¾ in. top dia., 2 in. bottom dia., 1 in. deep. The cup cakes are baked and sold in this paper cup. Packed 1,000 to the box, per 1,000 ..... 2.00

Pie Markers to mark the top of your 8, 9 and 10 in. pies into 5 equal parts, each ..... .65

Pie Markers to mark the top of your 8, 9 and 10 in. pies into 6 equal parts, each ..... .75

Seven Star Cookie Machines, drops plain round, oval and square cookies without any hole in them. Price, with two cutters state kind of cutters wanted, each 6.00

The following cutters can be furnished at extra cost:

No. 233, makes 3½ to 4 in. dia. Round Cookie; each 2.20

No. 501, makes 3½ inch in dia. Oval Cookie; each 2.20

18-in. Depositing Pans used when making doughnuts with the Little Wonder Machine; fits our regular 18-in. Cruller Fryer; price, each 3.00

BUTTERMILK COOLER

No. 13 1½-gal. capacity, each $20.00

COLORED TWINE.

Red Twine, in balls only, per lb 1.00

Fancy Brass Ball Twine Holders—Useful as well as ornamental. Special price, each $1.00

To the Trade--

DESTROY all previous issues of the MONTHLY PRICE LIST. Prices IN ALL former issues, if different from herein, are void.

WRITE FOR OUR ILLUSTRATED CATALOGUE, ALWAYS KEEP THE ILLUSTRATED CATALOGUE FOR REFERENCE.

DO NOT TEAR PICTURES or PAGES from ILLUSTRATED CATALOGUE to describe what you want. Give measurements in inches (top, bottom and depth) of pans and tools wanted, so no errors need occur.

QUALITY.

QUALITY in any kind of goods should be the FIRST CONSIDERATION. WE ARE MANUFACTURERS and are therefore in a position to KNOW WHAT WE ARE SHIPPING YOU. We use the BEST MATERIALS for all our products. We offer you HONEST VALUES and do not need to rely on another's word as to the strength or purity of products, because "WE MAKE THEM OURSELVES." EXPERIENCED, COMPETENT men are in charge of each department. A TRIAL OF OUR GOODS will convince you of THEIR MERIT.

REFERENCES.

Unless you are known to us much time can be saved when ordering if REFERENCES ARE FURNISHED. Remittances SHOULD BE SENT WITH THE ORDER unless such references are given as will insure no delay in filling it.

C. O. D. SHIPMENTS.

We DO NOT SHIP C. O. D. unless enough in advance is paid to cover freight or express both ways, so that the carrying charges will not be our loss IF FOR ANY REASON the goods are not taken on arrival. $3.00 or $4.00 should therefore be sent with an order that is expected to be paid on delivery.

DISCOUNTS.

The PRICES IN THIS MONTHLY PRICE LIST are subject to 1 per cent for cash in 10 days.

TERMS.

THIRTY DAYS will be given to those whose references are satisfactory, or who are satisfactorily rated by either Dun or Bradstreet.

When in the city please call and see us. We will take great pleasure in showing the best equipped factory and the largest stock in our line this side of New York.

We will also be glad to hear from any of our trade in the way of suggestions for the betterment of our mutual interests. To supply your every need with the best obtainable is our desire.

TRY OUR GOODS. If satisfied, TELL YOUR NEIGHBOR. If not, tell us.

All prices in this PRICE LIST are SUBJECT TO CHANGE without notice.

THE S. W. NOGGLE COMPANY,
Long Distance Telephones:
Home, Main 2699; Bell, Grand 1945.
KANSAS CITY, MO.

RESPONSIBILITIES OF PARTNERS.

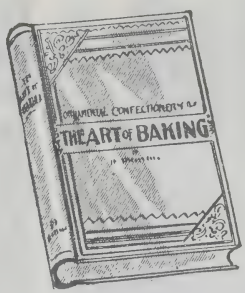
Partnerships are responsible for purchases of the individuals of the partnership for all goods such as are used in the business, as well as goods purchased by the partnership collectively.

In case of separation, each member of a partnership is individually responsible for all the unpaid bills of the business until settled.

When dissolving, don't leave unpaid bills for either partner to pay, nor arrange for each to pay half. Each is liable for all.

Partnerships legally remain in force as regards outside parties doing business with them until such parties have been notified of separation, the usual form of notification being in writing.

All partnership members should observe the above to protect their individual interests.



Books for the Trade

Bakers, Confectioners, Candy Makers and Fountain Dispensers, particularly those who are newly starting in business, will find a good book of instructions and standard recipes indispensable to their success. You can't know too much about your business, and the books listed below are worth many times their cost. Sent separately, or with order for other goods.

Laskowski's Art of Baking—Recognized as a standard authority on mixtures of bakery products. Bound in Morocco.
Price, postpaid $2.10

"Rigby's Reliable Candy Teacher"—With complete Soda, Ice Cream and Sherbet Sections. Over 700 recipes.
Price, postpaid $2.00

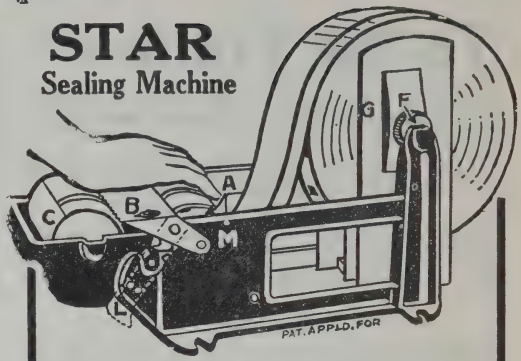
Noggle's Candy Maker's Guide—Good for beginners, helpful to experts. Full instructions for "homemade" candies. Also recipes for ice cream.
Price, postpaid $1.60

Noggle's Practical Confectioner—A little book with a big lot of information in it. Costs a trifle.
Price, postpaid $0.54

The Drink that Satisfies

NOGGLE'S ORANGEADE is a trade builder for your fountain—ready to serve with only water added—a big profit yielder. Start it early in the season, and you'll be well pleased with results. See Bull Dog, page 24, for prices.

STAR Sealing Machine



An indispensable device for users of gum tape. Sets on counter—takes up very little space. Has brass sanitary roller that moistens the tape. Holds any size tape up to 3 inches wide.

Price of Machine - -	$5.00
1-2 in. tape roll - - -	.20
3-4 in. tape roll - - -	.35
1 in. tape roll - - -	.45

Brown tape only kept in stock.
Tape 10% less in 10 roll lots.

The S. W. Noggle Company
Kansas City, Mo.

Bakers Bowls

Scarcity of wood will compel bakers to get into the use of
STEEL BOWLS.

They are cheaper now than wood. They will outlast wood many years. Order one next time. For prices and sizes, see page 35 of our Tool Catalogue.

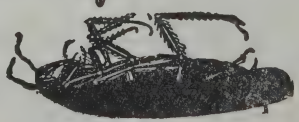
The S. W. Noggle Co.
Kansas City

"Double Quick" Insect Powder

Kills 'em quick, hence the name. Cochroaches, lice, moth, ants, flies, mosquitos, gnats and bed bugs.

Harmless to human beings, but death to all insect life.

Bellows .....$	2.50
Powder, 10-lb. pkg.	12.50
Trial pkg.	1.00



NOGGLE Sells It

Baskets and Boxes

Help to Sanitary Handling of Food Products

Bakers will find our line of these goods complete and satisfactory in every way. We carry in stock everything in Boxes from a 10-bushel steel shipping box down to the 2-dozen-loaf size corrugated paper box. Also Baskets of every kind and size. See Tool Catalogue for description and prices.

The S. W. Noggle Co.

Kansas City, Mo.

YOU NEED THIS-

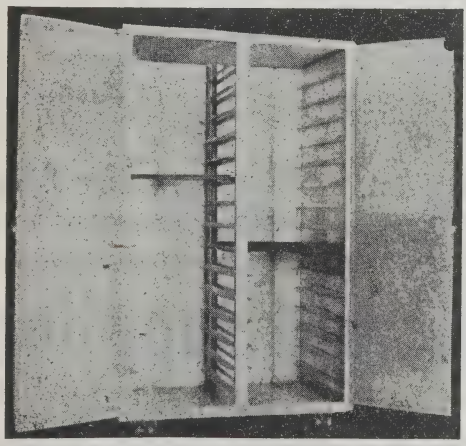
NOGGLE SELLS IT

Fig. 84002.

New Style Crushed Fruit Bowl. (No. 843.)

Capacity, 2 quarts. Takes up very little space on counter. Only 6½ inches wide by 7 inches high. Nickel-plated hinged cover with support for ladle.

Price, each $2.50



30 Pan Improved Portable Proofing Closet

Sanitary Racks and Shelves

The best aid to a clean, wholesome, healthy shop is to have sanitary shelves, racks, proof-boxes, etc.

The Noggle "Perfection"

line of these goods is strictly up to the minute, built of steel, light and strong, and easily kept clean.

Being mounted on casters, renders them easily moved from place to place, and allows for keeping the floors and walls cleaned under and around them.

Holds 30 sheet pans, 18x26x1 spaced 4 inches apart or any other spacing can be had. Price, $56.00. Made in 15-pan size at $35.00.

See Pages 29, 30 and 31 of Tool and Machinery Catalog for complete Description of Sizes and Prices.

The S. W. Noggle Co., Kansas City, Mo.

Paper Cup-Cake Baking Cups

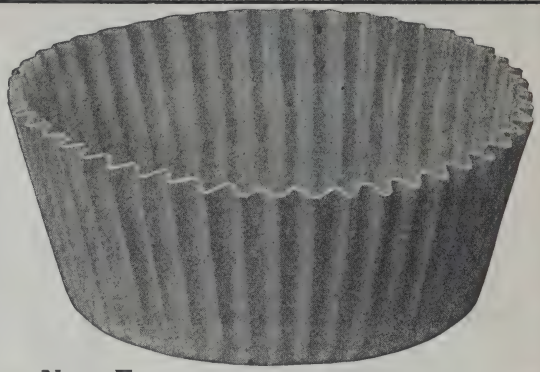
Useful - Sanitary - Economical

Made of Special Heavyweight Wax Paper

The cup-cakes are baked and sold in these paper cups. No pans to grease or clean. A very sanitary and economical cup-cake that your trade will be pleased with. 2¾ inches diameter at the top; 2 inches diameter at bottom; 1 inch deep. Packed 1000 to box.

Price, Per 1000, $2.00

No order taken for less than 1000



Order Now From

THE S. W. NOGGLE CO., Kansas City, Mo.

The House of Quality and Service

Extracts Flavors

No baker's stock of supplies is complete without the

Noggle Line of Extracts, Flavors, Colors, Oils, Etc.

Our Extracts and Flavors are made with special view to giving a fine and finished flavor to all oven goods.

If unacquainted with this line of our goods, order a sample lot and test them for yourself. You will find them described fully in the Price List pages of the Bull Dog.

The S. W. Noggle Company, Kansas City, Mo.

Soda Fountains and Supplies

RIGHT NOW is the time to go over your equipment and replace all shortages. Remember, we carry a complete line of Wire Furniture, Tables and Chairs, Crushed Fruit Bowls, Chocolate Pots, Soda Spoons, Fruit Ladles, Soda Glasses and Holders, Sundae Cups, Banana Splits, Straw Holders, Ice Cream Dishers, Syrup Bottles, Serving Trays, Ice Scoops, Menu Holders, Syrup Percolators, Milk and Lemonade Shakers, Tumbler Brushes, Lemon Squeezers, Ice Picks, Square End Spoons, Etc.

Ask for quotations on any outfitting you need.

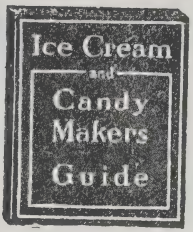
S. W. NOGGLE COMPANY, Kansas City

Needle Point Ice Chipper

This is a handy tool for the ice cream worker. A little pushing stroke at proper angle will furnish a tub of ice in two minutes. Does not scatter. Length 9¼ inches; made of tinned iron with steel points. Wood handle.

Price, each 35c

The S. W. Noggle Co.
KANSAS CITY, MO.



A Book You'll Need

The Ice Cream Season is Coming. **Next in importance to having a complete assortment of tools and materials for making creams, is a book of recipes that tells you how to make all the most desirable and best selling kinds.**

Noggle's Ice Cream Guide will be a help to you. A lot of good candy recipes thrown in for good measure. Price only $1.60 postpaid.

When shipped with other goods, $1.50.

The S. W. Noggle Co.
Kansas City, Mo.

FLA-KO

A Chocolate Icing Paste.

Equally good for icing cakes, flavoring creams or filling pies.

Always Ready for Use.

This paste comes in soft form, and will prove a great convenience and time-saver, as the color and flavor are in the paste.

Its price, 30 cents a pound, will readily commend it to bakers.

Put up only in 5 and 10 pound cans. Full directions for use with each can. Give it a trial.

THE S. W. NOGGLE CO.
KANSAS CITY, MO.

Are You Using

Red Star

COMPRESSED

Yeast

If Not Try It

Purest—Most Wholesome—Strongest

Makes a Salable, Pleasing-to-the-Taste Loaf

Prices quoted on standing orders according to amount ordered per week.

Due to increased manufacturing costs we have dispensed with free samples.

RED STAR COMPRESSED YEAST CO.

Kansas City Agency
1414 Wyandotte St.

"11 COME 11"

If it's **LEAVENING** you want, you need **OUR**

Special Baking Powder

Works only when the heat strikes it—will stand in the dough for hours.

Price, 13c per lb. in 5-lb. cans.
In 120-lb. cases, 10c per lb.

OUR STAR BAKING POWDER

Is similar to Baker's Special, but made from different materials, and is worth the difference.

In 5-lb. cans .....17c per lb.
In 60-lb. cases .....15½c per lb.

IF IT IS PRICE YOU WANT

ZACAPA BAKING POWDER works similar to the above-mentioned brands.

In 5-lb. cans. . .....11c per lb.
In 60-lb. cases. . .....10c per lb.

Zacapa is the best Baking Powder made for the price.

Z
ACAPA

All our Baking Powders are guaranteed. They have been 20 years on the market amongst practical bakers. You take no chance when dealing with the Noggle House. Money back if not satisfied.

THE S. W. NOGGLE COMPANY

Biggest Bakers' Supply House in the United States.
Publishers of "The Bull Dog"—the Bakers' Trade Journal.

Printed Wax Bread Wrappers

ADDITIONAL SIZES—REVISED PRICES.

BROWNFIELD'S

CREAM BREAD

HAMILTON, OHIO

PHONE 341

DESIGN 90 ANY WORDING DESIRED.

We are prepared to fill your orders for printed, waxed wrappers, promptly. Samples of paper and designs sent on request.

Dry-waxed paper—not self-sealing.

	12x16	13x16	13x17	13x18	14x16	14x18	14x20	15x18	15x20	15x22	16x26
Single Thousand ..	$4.25	$4.40	$4.55	$4.65	$4.50	$4.75	$5.00	$4.90	$5.15	$5.30	$6.25
2,000 to 4,000 ...	3.60	3.75	3.90	4.00	3.85	4.10	4.40	4.30	4.75	4.90	5.85
5,000 to 9,000 ...	3.25	3.45	3.60	3.70	3.55	3.80	4.10	4.00	4.50	4.65	5.60
10,000 to 24,000 ...	3.10	3.30	3.45	3.55	3.40	3.65	4.00	3.90	4.40	4.55	5.50
25,000 to 49,000 ...	3.00	3.20	3.35	3.45	3.30	3.55	3.90	3.80	4.30	4.45	5.40
50,000 and upward.	2.90	3.15	3.30	3.40	3.25	3.50	3.85	3.75	4.25	4.40	5.35

Quantity prices apply to the number ordered in each size, design or color of ink, and not quantities made up of different sizes, designs or colors, and are printed in blue, red or black ink from our stock or type designs. Ask for price on special designs.

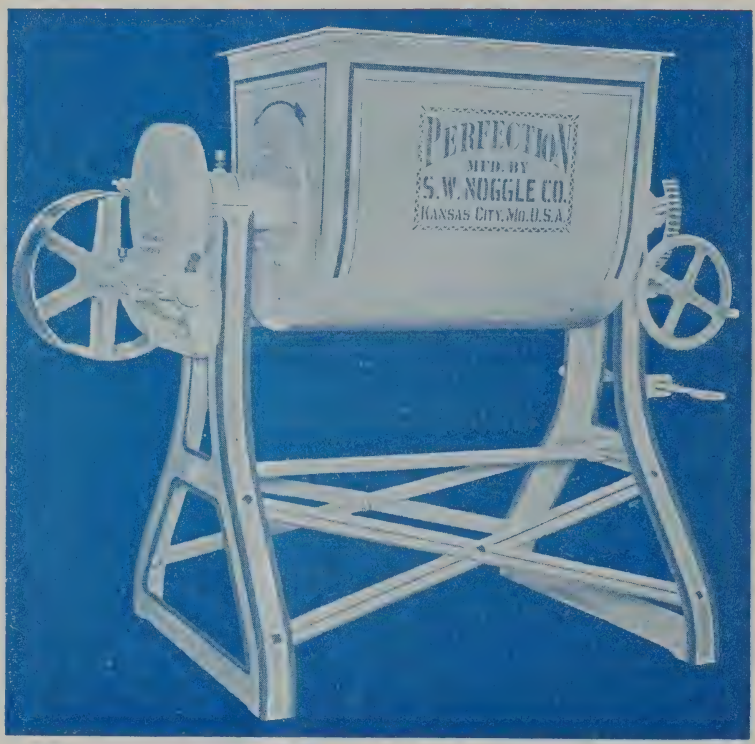
When ordering be sure to state: How many wanted. Size wanted. Color ink to use. Design wanted. Exact wording wanted. If ounces are wanted, give number for each size.

The S. W. Noggle Co., Kansas City, Mo.

BIGGEST BAKERS' SUPPLY HOUSE IN THE UNITED STATES

THE BULL DOG

A Better Loaf
A Bigger Profit



Quality, that will please your trade, lessened cost of production that will please you—both of these are assured to purchasers of the

Noggle Perfection Dough Mixer

Made in sizes to suit the needs of any bake shop.
Testimonials from scores of satisfied users sent on request.

The S. W. NoggleCo.

The Quality Supply House of the West. Kansas City, Mo.

658.05
NOG
BULDO

THE BULL DOG

Devoted to the Interests of
BAKERS, CONFECTIONERS, ICE CREAM MAKERS AND SODA WATER DISPENSERS

Vol. 9 MARCH, 1919 No. 6

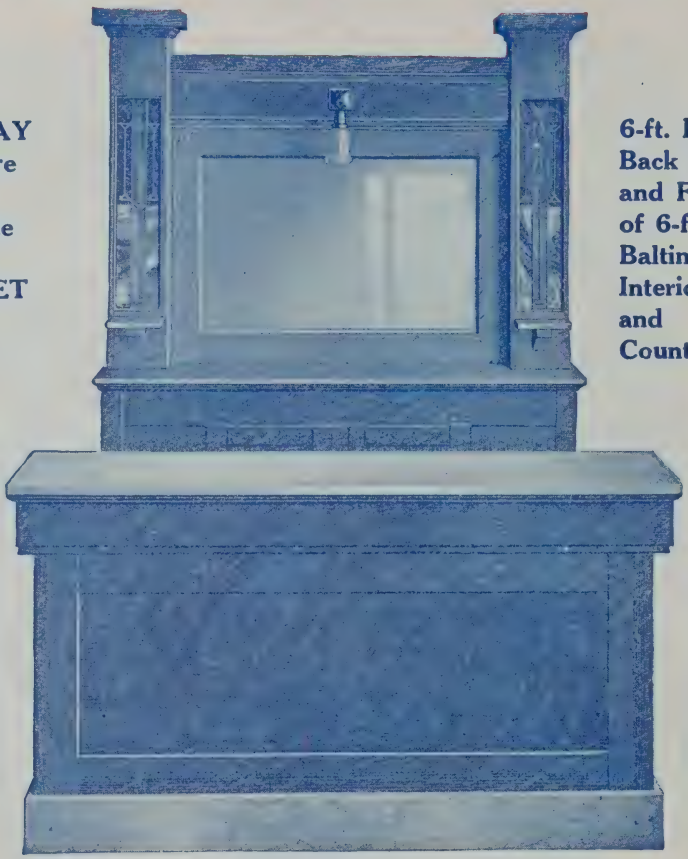
Published Monthly by
The S. W. Noggle Wholesale and Manufacturing Co.
SIXTEENTH STREET AND BALTIMORE AVENUE, KANSAS CITY, MO.

THE BULL DOG

START THE SEASON WITH

A Bilt-Rite Quality Fountain

You PAY no more for a Bilt-Rite —but you GET more.



6-ft. Elgin Back Bar and Front of 6-ft. Baltimore Interior and Counter.

This outfit, one of several "Bilt-Rite" Patterns we carry in stock, is one of the biggest values we offer in Fountains. It is complete in itself, and can meet the demand of a heavy trade. It cannot do what an 8 or 10 foot size will do, but it cannot be equaled as a money-maker in size for the price.

Built of oak with colored art glass panels and handsome mirror and electrolier, makes this back bar a beauty. Fountain outfit can be furnished with one or two draft arms, as desired. You have, in six feet, all the essentials of a full-grown Fountain—six syrup pumps, four crushed fruit bowls, one ice cream packer, plenty of work-board and a sink.

We carry a complete line, from the smallest outfit to the most elaborate. Ask for special Soda Fountain folder.

The S. W. Noggle Company

KANSAS CITY, MO.

The Bull Dog

—Trade-Mark, Registered—

Published Monthly By

THE S. W. NOGGLE WHOLESALE & MANUFACTURING COMPANY

Sixteenth St. and Baltimore Ave., Gateway Station, Kansas City, Missouri

Devoted to the Interests of

The Baker, the Confectioner, the Ice Cream Maker and the Soda Fountain Dispenser

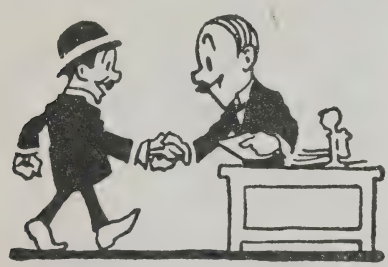
Subscription, Free to the Trade; to All Others, 10c a Copy; $1.00 a Year.

Please address all correspondence regarding this publication to

EDITOR, THE BULL DOG,

Care S. W. Noggle Wholesale and Manufacturing Company, Gateway Station, Kansas City, Mo.

Vol. IX MARCH 1919 No. 6



IT'S ALL RIGHT WITH ME.

A new man on a specialty job was sent out by a big jobbing concern not long ago, and he was more or less a free lance as to territory. That is, he could drop down any place, and if he could find a prospect, go to it "hammer and tongs," regardless of the fact that he was on another salesman's regular territory.

The "other salesman" came in off of one of his trips complaining, not because of the encroachment on his territory but because of the methods used by the free lance. The free lance purported to be "manager," chief cook and bottle washer of the department of the house which he represented, and that he was sent out to see if the trade was "treated right," etc., etc. While there he was also incidentally "taking orders" for the specialty, etc., etc. That he would like to take the order along in, but if buyer preferred he could hold and give to the regular salesman, but that it would fall to the "chief cook" any way sooner or later, since he was the Chief Only in that department.

Now, of course, the regular salesman did not like to be made such a boot-mat and an understudy, over his territory, and he complained bitterly to the sales manager.

Now, see here, Smith, says the sales manager, you know that Jones would not be satisfied if he could not "toot his horn" a little, and the special cards which he stuck up over your territory, and the "big chief" talk he made, was a part of him. Had customer come into the house, the specialty man would have tried to make the visitor think that the boss had turned over the whole darn works, safe, bank account and all, to him, and that he, the boss, was simply sticking around because it was a habit.

This specialty man thinks he must own the works in order to sell them, and he is not a bit slow to claiming them and letting everybody know that "nobody nor nothin'" can blink an eye without his consent. Forget it. He meant well. It was just his way.

Say, Mr. Sales Manager, said Smith, just rub my kick off. You're right. Jones has it in his system and must get it out, and I'll relinquish my right and title temporarily to him any old time you want to send him over my route. Maybe he'll kick up something I have overlooked; at least he'll make me hustle to see if I can't make him leave my territory with weather reports and "salesmen ahead" sign boards instead of orders. Maybe it's a good thing. I can't see that it can hurt me any way if Jones does finance the firm and make me clean the spittoons while out over my territory.

That salesman was a bigger and broader man than he knew. He didn't have to go back on his territory to explain to his trade that he still held a job with the house. The trade understood.

If all salesmen pursued the same tactics, buying would become an awful bore. A growing crop needs rain, as well as sunshine—an occasional atmospherical purifier and rejuvenator in the shape of a thunder-and-lightning storm. Good, live growth would not result without these occasional radical reforms and retouches and renewals.

Come on, Chief! Blow all you want to. It's all right with me.

ANOTHER KIPLING POEM.

"Let us now praise famous men"—
  Men of little showing—
For their work continueth,
And their work continueth,
Broad and deep continueth,
  Greater than their knowing!

Out of Egypt unto Troy—
  Over Himalaya—
Far and sure our bands have gone—
Hy-Brasil or Babylon,
Islands of the Southern Run,
  And Cities of Cathaia!

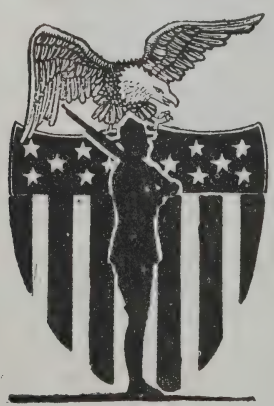
Each degree of latitude
  Strung about Creation
Seeth one or more of us
(Of one muster each of us),
Diligent in that he does,
  Keen in his vocation.

This we learned from famous men,
  Knowing not its uses,
When they showed, in daily work,
Man must finish off his work—
Right or wrong, his daily work,
  And without excuses.

Wherefore praise we famous men
  From whose bays we borrow—
They that put aside Today—
All the joys of their Today—
And with toil of their Today
  Bought for us Tomorrow!

—Rudyard Kipling.

—N-O-G-G-L-E—



FROM WAR TO PEACE.

It wasn't an easy job for this country to go to war—nor is it going to be easy to return to peace. When the armistice was signed so unexpectedly the wheels of war stopped "all of a sudden." That is, the mighty preparations to wipe out the Hun were going on at such a tremendous pace that the sudden stop jarred things.

For the past two months American soldiers have been "coming home." Nearly all the American camps have been vacated of their two million men that were in training, and perhaps a half million have been returned from over-seas. What effect these returning soldiers will have on business is still problematical. They all want work—and they should have it; for most of them quit good jobs and faced the enemy that the rest of us might enjoy life, liberty and pursuit of wealth and happiness. And now these boys come back expecting a square deal for themselves, and they sure are entitled to it.

But here comes the question of an over-supply of labor, and war-wages. Labor says it must have the same and even higher wages to meet the cost of living (it is overlooking the fact that beer and whiskey will be cut out after July 1), and manufacturers say wages must come down before their costs can be reduced. It's a case of running around a circle—and it wouldn't surprise us much if about a million soldier boys should break into the game and "bust" the ring. Wages, like every other commodity, must depend on supply and demand and just now the need of this country is to get down to normal working and normal living. Re-adjustment must come, and both capital and labor must concede their portion of whatever lowering of wages and costs as are necessary to a fair deal.

—N-O-G-G-L-E—

AMERICA'S FUTURE.

Great activity in business is inevitable. It is only a question of organization and spirit. We have the natural resources. We have a well-knit, happy and resourceful people; we have a tried industrial organization with marvels of accomplishment to its credit; the world looks to us for our products. Shall problems of readjustment and reconstruction destroy our progress and defeat our resolution? It is inconceivable. All that we need is individual courage and confidence. The belief in prosperity is its creation.—Frank A. Vanderlip, one of America's foremost Bankers.

—N-O-G-G-L-E—

The big hotels over the country are putting in soda fountains to replace bars. What's the matter with you, Mr. Baker? Don't let the other fellow get all this business.

—N-O-G-G-L-E—

"The reason why troubles never come singly is because a flock of imaginary ones always accompany the real ones."

CHEER UP!

The less you have the more there is to get.
GO TO IT!

—N-O-G-G-L-E—

THAT COAT YOU NEVER WEAR.

Send It to Your Nearest Red Cross Chapter Week of March 24-31, 1919.

A shivering well-nigh naked body is aching to huddle its emaciated form within it. Charity begins at home, but it only ends when and where suffering is no more. Almost naked are the destitute refugees of lands just released from the Teuton grasp, according to Col. Harvey D. Gibson, the American Red Cross representative in Europe. Therefore the Red Cross appeals to every man, woman and child to send during the last week of March every available discarded article to the local chapter, from which it will be forwarded to the suffering peoples abroad with all dispatch. More than ten thousand tons of used clothing, shoes and blankets must be sent immediately.

The appeal is timed for the season of the year when people are laying aside their winter garments and clearing out their wardrobes and storerooms. There is not one person in a hundred—perhaps not one person in a thousand—whose eyes fall upon this appeal, whose home will not yield at least one cast-off piece of clothing or bedding. But let everybody send something. If it be clean and whole it is acceptable. We who are well nourished and warm cannot conceive what relief his clothing gives to these, until recently, hounded human beings, so long deprived of even the bare necessities of life, not to mention the ordinary creature comforts.

Don't add to your sins of omission by failing to extend the helping hand. The need is great to a degree that few here at home can possibly realize. Every garment furnished will cover a body which lacks proper clothing. If it is only a pair of baby's socks—send it. It will help to alleviate suffering beyond description.

—N-O-G-G-L-E—

THE ORDERLY MAN.

Generally speaking, we who call ourselves business men are of two sorts, those who do things and those who are always getting ready to do things. Most of us belong in the second class. The serious work of getting ready uses up the greater part of our time. We all admire the orderly man whose desk is always cleared of papers before he slams down the lid. He never seems to be in a hurry but he gets big money for his time and ability. His office force runs as smoothly as a well-oiled machine. We wonder how he does it. He couldn't explain, if asked. It's just simply in the man; comes natural to him.—Confectioners' Journal.

—N-O-G-G-L-E—

"SOFT DRINKS" VS. "STRONG DRINK."

One of the strongest of the war-taught lessons says "Soda Fountain," adds emphasis to the value of sugar as a food. Three million young men, cut off from alcohol; fattened and strengthened on the pure products of the candy factory, the ice cream freezer, the beverages of the soda fountain, seductive sundaes, nut-confections and chocolates, and given new and higher ideals of true manliness, are henceforth to wield an immense influence for good in this country for a generation to come.

It is no longer regarded as a sign that a healthy young man is in the molly-coddle class for him to display a fondness for ice cream soda. The fruits of the fountain no longer are sought in secret nor do they require any apology.

The real love for sweets—candy, soda water, ice cream and all of the similar and easily procurable delicacies—places a new and larger responsibility upon the makers and the shops where the fizzing fountain and its accompanying wares are sold. There is the responsibility of making every product, whatever its price, pure, wholesome and wholly good.

THE NEED OF KEEPING BOOKS.

If there are any bakers among our customers who have not heeded the Bull Dog's oft-given advice to "keep books," they had better employ an accountant at once and have their business checked up as best possible during the past year, so as to be able to present some kind of an intelligent report to the income tax collector.

Don't take any chances of getting into trouble and drawing a heavy fine. After all exemptions and deductions are made you may not have to pay any tax—but you must make a return of your business transactions just the same, so the government may know what you have taken in and paid out. Your word that you are exempt from income tax will not suffice —you must show the Internal Revenue Collector the figures—what your business was during the year 1918. No "guessing" will go.

If you cannot figure it yourself, get some one to help you. The time is short—March 15. Don't overlook this matter. It's vital.

—N-O-G-G-L-E—

OUR GREATEST PROBLEM.

The immediate problem before the United States is whether private industry can keep up the high wages paid during the war.

Manufacturers have raised the question whether this country will be able to maintain its share of world trade on an eight-hour work-day basis and at the present abnormally high scale of wages.

President Gompers struck back at "all the Bourbons in the United States" who try to rob labor of the advantages it has gained during the war.

But the New York Sun points out that a three-dollar-a-day wage will support a man and his family in comfort is better than the ten-dollar-a-day wage that leaves him without a job.—The Retail Merchant.

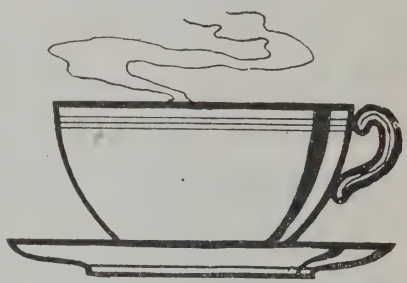
—N-O-G-G-L-E—

RECIPE FOR SUCCESS.

To each pound of your invested capital, add several ounces of good bookkeeping a generous quantity of service, a goodly portion of advertising, and a great big dash of enthusiasm. Then stir.

Don't leave any of these ingredients out and be sure not to forget the enthusiasm. Enthusiasm is the high flavor that makes business tasty. It is the music and laughter at the banquet. Without it nothing in the world would seem worth while.—The Popular Storekeeper.

—N-O-G-G-L-E—



THE "COFFEE HOUSE."

In Macaulay's History of Early England is the passage: "The coffee-house must not be dismissed with a cursory mention * * * every man of the upper or middle class went daily to his coffee-house to hear the news and discuss it. Every coffee house had one or more orators. * * * Nobody was excluded from these places who laid down his penny on the bar."

The coming of prohibition will make it necessary to introduce some other form of stimulating drinks—something stronger than the "soft drink" of the soda fountain, though some of these have a vigorous "kick" in them. The three "old favorites," before fountain drinks were known, were coffee, cocoa and tea. There is no reason why all of these cannot be revived with profit to the dispenser. They are healthful, stimulating and pleasant to the taste, and with a little "coaxing" the drinking man can be switched from beer to other brews, and when he comes to be a regular habitue of your place, the habit of indulging in ice cream, cakes and candy will be easily formed.

—N-O-G-G-L-E—

You may make good cakes and pastries, but make them better if you can.

USED CLOTHING

Including shoes, blankets, warm underwear, etc.
Will be collected
by
THE AMERICAN RED CROSS
for
Liberated countries of Europe including
Northern France, Jugo-Slavia, Servia and Montenegro, Rumania, Czecho-Slovakia, Belgium, Italy, Poland

Week of March 24-31, 1919.

These refugees have been in rags and almost destitute of clothing for several years. In many of the countries now, even if clothing could be manufactured and paid for, material is totally lacking. The need is great to a degree that few at home can possibly realize. Every garment furnished will cover a body which otherwise would lack proper clothing, and each garment furnished will actually prevent suffering.

COL. HARVEY D. GIBSON,
Red Cross Representative, Europe.

Send all bundles to the nearest local Red Cross Chapter.

—N-O-G-G-L-E—

"BOTH ENDS."

It is said of the spendthrift, that he burns the candle at both ends, thus soon coming to the end of his career. The business man can **make** at both ends if he buys his goods right and sells them at a profit.

ATTENTION, BAKERS!

Hold to your prices. Do not let price cutting competition scare you. Let the other fellow do the cutting and watch the results. Stick to quality and your customers will stick to you. There is no need, no sense, and no excuse for reduction in price on any goods for the next six months at least.—Dough.

—N-O-G-G-L-E—

IMPORTANT DATE—MARCH 15.

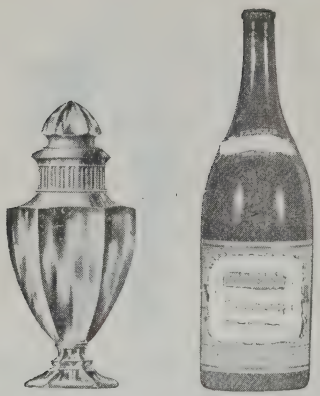
Don't overlook the filing of your income tax returns, on or before March 15. It may save you a fine or a jail sentence. Listen to this: For failure to file return before date set, a fine of $1,000 may be assessed against you and 25 per cent added to your tax; or if you "wilfully refuse" to make a return, you may draw a fine of $1,000 and a year in jail; or for making a fraudulent return, a $10,000 fine, a jail sentence and a 50 per cent addition to your tax may all be handed you; or for failure to pay tax on time, a fine of $1,000, an addition of 5 per cent tax and an extra penalty in the shape of a 1 per cent a month until paid, will be your portion.

Better get right on this job. Uncle Sam won't stand for any monkey business. He needs the money to fill up some of those rat holes on Hog Island, and to help run the railroads, and pay that wheat bonus, etc., etc.

March 15 is the last day for making your Income Tax return and first payment. If you are in the "millionaire class" you can pay in four quarterly installments—but the thing to remember is that you **must** make a return and must **pay.** Don't lose sight of these facts. It will save you from grief.

—N-O-G-G-L-E—

Have you started your spring clean-up? Remember all well-regulated businesses and shops, like homes, need house-cleanings. At the same time check up on early spring machinery repairs and shortages. Don't wait! "The early bird, etc."



CANDY VS. BOOZE.

The National prohibition of intoxicants is bound to accomplish interesting changes in our social life, but that is of small account compared with the benefit which it is sure to have upon the home circles of the humble workers and the youth of the country. We will be a better, stronger and happier people hereafter than ever before. The vast capital invested in the production of drink will be used for better purposes elsewhere. The multitude of those who made and handled it will turn to other and more worthy means of living.

Deprived of long-accustomed stimulants millions of people not necessarily dissolute will seek for something else to satisfy a craving that will not down. They will find it in sugar in its many attractive forms. Sugar is a food. It harms nobody. Nature calls for it. Preach candy as a substitute for booze and you will have plenty of converts.—Confectioners' Journal.

—N-O-G-G-L-E—

AFTER THE BAKERS' TRADE.

St. Louis bakers are "up in arms" against a plan recently inaugurated in that city to open schools for training housewives to bake bread. Bakers must be running "mother's" quality a tight race or they would need no instruction. If bakers will constantly try to improve their qualities then business troubles are solved.

—N-O-G-G-L-E—

The man that waits till July 1st, to see what a "dry condition" the country over will do, is missing one good opportunity to increase his income. Why not a soda fountain now?

REASONABLE ENOUGH.

An artist who was employed to retouch a large painting in an old church in Belgium rendered a bill for $67.30. The church trustees, however, required an itemized bill, and the following was duly presented, audited and paid:

Correcting Ten Commandments...	$ 5.12
Renewing Heaven, adjusting stars.	7.14
Touching up purgatory and restoring lost souls.....	3.06
Putting new stones in David's sling, enlarging the head of Goliath	6.13
Mending the shirt of the prodigal son and cleaning his ear.....	3.39
Embellishing Pontius Pilate and putting new ribbon on his bonnet	3.02
Putting new tail on the rooster of St. Peter and mending his comb.	2.20
Re-pluming and re-gilding left wing of guardian angel.....	5.18
Washing the servant of the high priest and putting carmine on his cheek.	5.02
Taking the spots off the son of Tobias.	10.30
Putting ear rings in Sarah's ears...	5.26
Decorating Noah's Ark and putting head on Shem.....	4.31
Brightening up the flames of hell, putting new tail on the devil and doing several odd jobs for the damned.	7.17
	$67.30

—N-O-G-G-L-E—

Do you lose your religion temporarily, every time you go to the salt barrel? Have to cut it out with a pick—an ax and need a rock crusher to pulverize it before you can use it? Why not use Noggle's Liberty Salt, a high test, kiln-dried, perfect baker's salt? It will take more moisture in your mix—therefore make more loaves. Why not!

—N-O-G-G-L-E—

THE BEGINNING.

"The road to any achievement begins at the desk of each of us. As the efficiency of workmen in turning out products to sustain the army in the field counted in the war; so in peace the way in which we perform each service in our daily tasks makes it easier to go higher and to accomplish the great end.

"The Road to Success Begins at Your Desk."

EASTER IS ON THE WAY.

Easter Sunday comes on April 20 this year—rather a "late" Easter. So you will have plenty of time to get ready for it if you begin now. Make it a big day in your business—and not for one day only, but all the week before.

—N-O-G-G-L-E—

The small baker must specialize—do something, and whatever that something is, do better than the big wholesale baker. That is what will bring the trade to his door.

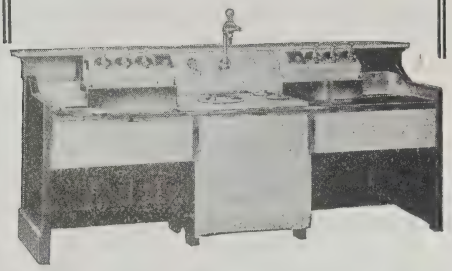
—N-O-G-G-L-E—

W.S.S.
WAR SAVINGS STAMPS
ISSUED BY THE
UNITED STATES GOVERNMENT

BUY THRIFT STAMPS.

Savings bank deposits pay four per cent interest or less and are subject to taxation. War Savings Certificates pay four per cent, compounded quarterly, and are not subject to United States, state or local taxation, netting therefore more than the usual savings bank rate. They are the safest investment in the world and the best paying for anything like the same degree of security.

Something for You to Think About—



Mr. Baker:

Are you looking ahead a few months to the time when the saloon near your shop will close its doors, and its numerous patrons will be seeking some other thirst-quenching "emporium"?

Here's a fine chance for you to take over a line of new business. Install a small soda fountain; add (if you haven't one already) a light lunch counter, and you can get a good part of that big lot of money that has been going across the saloon keeper's bar.

Let Noggle quote you prices and terms on a complete fountain outfit—one that is a real money-maker. Don't let the drug stores sell all the soft drinks. Get a slice of it for yourself. There's a big patronage and a nice profit waiting for you just around the corner—but you must be ready to take advantage of it. Don't wait till July 1, when the saloons close, but write for our special fountain folder TODAY!

For The Bakeryman

BAKERS AND FOOD ADMINSTRATION.

Bakers have had their troubles and satisfactions as a result of the Food Administration work, says Bakers' Review.

Their troubles have been many. They have had to use substitutes for flour, for sugar and for fats, which have made it impossible for them to make the quality of goods in which they have taken a just pride. They have been annoyed with many and difficult reports. Their output has been restricted, their methods of doing business modified, and their sugar certificates have failed to arrive on schedule time. I am glad to say that the bakers have met these annoyances like good soldiers.

Some of the advantages to the baker of the Food Administration have been a forced education. He has learned to use substitutes that will make him more independent in the future. Prices of flour, sugar and fats, the main materials used by him, have been stabilized. Had prices of these staples not been controlled no one knows how high they would have gone, and the uncertainty and variation would have made many difficult situations for the bake. So all in all, it is my belief that the war was bound to cause the baker many difficulties, and that as a war necessity the Food Administration has not been altogether a handicap to him.

—N-O-G-G-L-E—

SUGAR.

There is going to be plenty of sugar for confection and fountain use. So long as the retail price stays around 10 to 12 cents, home consumption is going to be held down to a minimum. This will give the manufacturer of "sweets" a-plenty—but he must remember its cost, and get it back in the price he charges for his goods. Don't think of pre-war prices until there is a general re-adjustment of prices of all raw materials.

HOW DOES IT TASTE?

A writer in Bakers' Review says: "In my opinion, the bread of the future, that is to say, the bakers' bread of the future, is going to be more nearly like the home-made loaf than it is today. There have been rapid advances made in the bread-baking industry in the United States so that the baker has at times come very close to what might be termed 'a manufactured loaf of bread.' Competition has brought about a condition which moved the baker to pay too much attention to the eye appearance of the loaf, and very often at the expense of its eating qualities, which term embodies taste and nutriment. Eye appearance, whiteness and size are undoubtedly factors that go to make up a commercial loaf of bread, but the crucial test of bread is the eating thereof. There can be no doubt but that the housewives and those who depend upon her to produce the daily meal in cases where bread is baked at home, prefer home-made bread, else the bread would be bought and not baked. The housewife may not make as good a looking loaf as the baker; she, however, does not pay particular attention to the bloom of the loaf, the exact character of the grain, or whether it is white, creamy or in fact, a little gray. The big question is how does it taste?

"Now, in my opinion, that is the same standard by which the bakers' bread is measured by the consumer. As bread is made to be eaten, and depending upon its quality (from the consumers' standpoint and not the bakers') I venture to predict that sooner or later, and surely within the not very distant future, the bakers' loaf will be a loaf of bread as near as possible to the home-made loaf, made better by all the facilities which the baker has at his command.

—N-O-G-G-L-E—

The Southeastern Association of the Baking Industry will hold its annual convention in New Orleans, April 21, 22, 23, 24. The meeting last year at Mobile was the greatest ever held by southern bakers, and every effort will be made by the present executive committee to outdo the 1918 convention. J. A. Winkleman of Memphis, is president.

—N-O-G-G-L-E—

Make better cakes and cookies and see your money-making sales grow.

STANDARD RECIPES.

Jelly Roll No. 1.

Rub well
- 1 lb. granulated sugar
- 1 pt. eggs
- ¼ oz. soda
- 2 oz. milk powder

Then add
- 1 pt. water
- Little vanilla

Then sift together and add
- 1 lb. 2 oz. flour
- ½ oz. cream tartar

The method you no doubt know.

Jelly Roll No. 2.

- 1½ lbs. sugar
- 2¼ lbs. flour
- 7 or 8 eggs
- ¾ pt. milk
- 1½ oz. baking powder

Don't beat. This is also a rubbed mix.

Jelly Roll No. 3 (Beaten Mix)

- 3½ lbs. sugar
- 20 eggs
- 1 qt. warm water
- 5 lbs. flour
- 1 oz. baking powder

Add warm water after eggs and sugar are thoroughly beaten together, then add flour with which the baking powder has been mixed.

Pick your choice of mixes according to the price your customers will pay.

To make chocolate roll add from ¾ ounces very dark cocoa (powdered) to any of the above mixes.

Oatmeal Cookies.

- 4 lb. fine oatmeal
- 2 lb. wheat flour
- 1 lb. butter or oleo
- 1 lb. lard or vegetable fat
- 1 oz. soda
- ½ tartar acid or 2 oz cream of tartar substitute
- 2 lb. brown sugar
- ½ oz. salt

Sufficient milk to make a rather upright dough. You can use 3½ to 4 oz. baking powder instead of acid and soda. Sift the powder or acid and soda into the flour and meal, rub together dry with the sugar and then the shortening. Make a bay in center and pour on the milk, mix all well together. Use oatmeal for dusting. Cut out with scalloped cutter; requires quite a solid heat. A little nutmeg or cinnamon can be added. Buttermilk makes them more tender and you can reduce amount of shortening.

Crumb Cake.

This cake is baked in deep layer-cake tins or in same tins used for round coffee cake and crumbs on top. Some bakers make them from their regular wine cake mix and sell them at 15 to 20 cents each; others use a richer cup-cake mix and sell them at 25 to 30 cents each. After the batter is spread out in the tin (greased) the top is sprinkled with rich crumb mix. When baked the cakes are dusted freely with fine powdered sugar. A star, rosette or other design, cut out of a piece of strong pasteboard or tin is usually placed on top of cake before sugar is sifted on it. When the design is removed, the space remains without sugar which improves the appearance of the cake and saves that much sugar. The following formula makes a rich cake.

- 1½ lb. sugar (powder)
- 1 lb. shortening (part butter)
- 2 lb. cake flour
- 1 teaspoon vanilla sugar
- Pinch of salt
- 1 pt. eggs
- ⅔ pt. milk
- ¾ oz. baking powder
- Few drops of egg color

Mix like pound cake and give a good stirring after flour is added. Don't have milk too cold or the batter may curdle.

Short Process Bread.

The formula and method for the new process of making dough by sending them directly from mixer to divider, is as follows:

- 100 lbs. flour
- 63 lbs. water
- ½ lb. malt
- 1½ lbs. milk powder
- 3 lbs. cornstarch
- 5 lbs. yeast
- 1½ lbs. salt
- 1 lb. fat

Temperature after mixing to be 86 degrees. First punch from 15 to 20 minutes. To the bench in the next 5 or 10 minutes. Total time, 25 minutes.

The rest of the operation to be continued in the usual way. Divider, rounder, proofer and moulding machines have been used in the process of making up the loaf.

This makes an excellent loaf, and the

method surely will be adopted by the progressive bakers who are looking to keep their overhead expenses down as much as possible.

Coffee Cake Dough.

For this dough take part milk. To each quart liquid use 10 ounce of shortening, 10 ounce sugar, one ounce salt, one ounce or more yeast, mace and lemon. Little egg color may be added. Dough should be about 83 degrees F. Work shortening, sugar and flavor together; add salt to liquid, and add flour to make dough, but not very stiff. Yeast is added last. Let dough get ready good first time, before punching, about 3 to 3½ hours. In about 1 hour punch again, and it may require another punching, if flour is strong. Use a rich flour not too strong. Dough can stand 4½ to 5½ hours. This formula is medium rich. You can take from 8 to 12 ounces of shortening and sugar to each quart mix. Don't be sparing with yeast, and use part butter, if possible. If butter is salty, cut down on salt.

If you prefer sponge dough, use 2 ounce yeast to each quart water in sponge, set soft and not too warm. The sponge is ready when it breaks, do not let it "drop." Add same amount of liquid (part milk) for dough as in sponge, make medium soft dough. Knock down once, when good ready, and allow to come half way again. Figure same proportion of sugar, fat and salt as mentioned for the quart in straight dough.

Angel Food Cake.

1 qt. egg whites
2 lb. sugar (powder 1x.)
2 teaspoon vanilla extract
1 lb. flour (half bread flour)
¼ lb. cornstarch
¾ oz. cream of tartar

Method—Beat the whites quite stiff, adding first a pinch of salt; then you add about one-fourth of the sugar gradually while beating. Sift balance of sugar with the flour, starch and cream of tartar together several times and mix this all into the beaten whites with a wooden spatula or with your hand. Old whites kept in the icebox for a day or two are better than fresh separated. If whites are beaten in machine, it is better to remove the beater and mix the sifted ingredients in as above mentioned. Pure cream of tartar is best, because it helps to make the cake snow white.

Use only the best pure vanilla extract, and use it very sparingly.

Angel food cakes are usually baked in moulds with a tube in center. The moulds are not greased or lined with paper as is customary with most other cakes; to the contrary the moulds are dipped into cold water first and drained, not wiped. These cakes are supposed to stick to the mould, so part of the crust will stick and the rest is rubbed off, so the cake will be perfectly white. Fill the moulds about three-fourths full and smooth the top; then tap the mould against the table, so the batter will settle a little; this will prevent airholes on the bottom of the cake. Turn moulds upside down, soon as cakes are taken from oven, and allow to sweat for some time, which will help to loosen the cake from the pan. It also helps to keep the top of cake from settling, the mix being so light and spongy. To remove the cakes, press down the sides gently or pull away from the sides of the mould, and then knock the pan against the table when the cake will drop out. Don't force it out, however, if oven has sharp bottom heat bake on heavy pans and paper.

—N-O-G-G-L-E—

GUARANTEED UNIFORMITY.

When you bake bread or other goods, your best "hold" on repeat business is uniformity—of flavor, color, etc. These qualities can only be secured by use of guaranteed ingredients. The Noggle line of colors and flavors protects you, and gives your customers at all times goods that are sure to please, and bring them back again. We guarantee uniformity in purity and strength of all products sold under our house brands, and bakers, ice cream makers and confectioners can absolutely depend upon their quality.

—N-O-G-G-L-E—

A Noggle "Perfection" Dough Mixer in your shop will produce Quality Bread at lowest cost and least labor. Ask for Special Mixer circular and testimonials from scores of satisfied users.

—N-O-G-G-L-E—

Noggle's Pie Filling Powders are quick—the pies from them are lip-smackers—and the profit is good. What more do you want?

—N-O-G-G-L-E—

"Double-Quick"—Gets 'Em Every Time.

See pages 16 and 28.

For The Confectioner

AND FOUNTAIN DISPENSER.

A TRIED AND TRUE TEMPERANCE DRINK.

Noggle's Orangeade.

The greatest season ever known in the sale of temperance drinks is expected through the summer of 1919—and reasonably so.

Restrictions of one kind and another have curtailed the production of almost every established soft drink for some time past.

The fact that these restrictions have been removed would of itself mean increased sales and keener competition, but the additional fact that prohibition is coming will cause a remarkable demand for temperance drinks.

It will mean that many new drinks will be put on the market for a "try-out." Some of these new ones will be good of course, but others of the "here today-gone tomorrow" type, so the greatest caution must be exercised by you as a retailer, and a thorough examination of the merit of these goods and sales possibilities in your particular neighborhood must be seriously considered.

Years ago the Noggle House put on the market a beverage that has stood the test of time. Noggle's Concentrated Orangeade Syrup (ready-to-serve) with addition of water only, has proved a popular drink wherever introduced. Its refreshing richness, its delicious pure fruit flavor, make it a general favorite with fountain patrons.

Dealers in soft drinks, especially those who contemplate beginning this business, should look into the merits of Noggle's Orangeade. It is a trade winner and a profit producer.

SUGARED POPCORN.

Pop a lot of corn, blow out the chaff and hard stuff, and set it to one side. Put into a kettle—

5 lbs. sugar
A little water to dissolve it
Cook to 238 degrees

Then move from fire and work in all the popped corn you can without spilling any of it out in working the paddle. Now while stirring, have someone sprinkle a pound or more dry granulated sugar over the batch, and this will make a crystal on the corn. Stir until well grained.

If you will make a popcorn in this way throwing some dry sugar on after cooking, and if you will as suggested here work as much popcorn into your syrup as possible, you will make a sugared popcorn that will fall apart instead of sticking together.

—N-O-G-G-L-E—

CANDY IS HIGH.

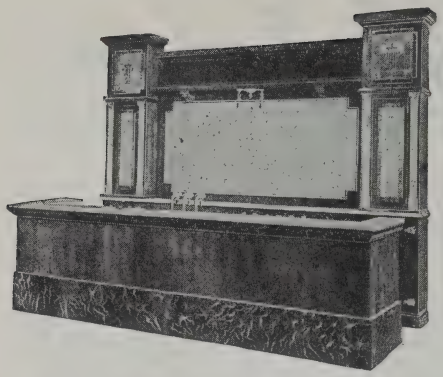
You hear this on all sides. Customers remark on it, and ask when it is coming down. Candy is high, but not unreasonably so. The raw materials entering into candy manufacture are still at "war prices." Sugar is selling at a "fixed" price. Nuts, flavors and other ingredients are still going up. Then, why shouldn't candy be high? Particularly, when a war tax is to be added? The government doesn't contemplate that any one shall do business without a legitimate profit, so just accept the situation and pass it on to the consumer. There is nothing else for you to do, if you expect to continue in business; for, remember this—**you must have a profit.**

—N-O-G-G-L-E—

A DRINK THAT DROWNED.

There was a young lady named Min
Who was so exceedingly thin
That when she assayed
To drink lemonade
She slipped through the straw and fell in.

—Soda Fountain.



A HIGH-CLASS FOUNTAIN.

The "Bilt-Rite" soda fountain, which is sold exclusively by the Noggle House in western territory, meets every demand required of a first-class fountain. We have sizes to suit any need, from the smallest to the most elaborate. If you plan to buy a fountain this season, write to Noggle first for descriptive literature and prices and terms.

—N-O-G-G-L-E—

FOUNTAIN DISHES.

Strawberry Nougat.

Put a cone of vanilla ice cream in a sundae glass, and pour over it a ladle of strawberry syrup; over this sprinkle mixed chopped nuts.

Chocolate Sundae.

Pour a small ladleful hot chocolate fudge (undiluted) over a cone of ice cream. Top with a spoonful of marshmallow and stick a Nabisco wafer in one side.

Hot Chocolate Fudge.

Make a rich chocolate sauce and keep it hot in a chafing dish or in a dish having a water bath so it will not burn. It is served by pouring a ladleful of this hot chocolate over a service of cream. This makes a delicious combination. As soon as the chocolate strikes the cream its under surface is chilled though the cream is not melted. This may be garnished with whipped cream and in many other ways.

Fresh Fruit Sundae.

Take saucer, put one No. 12 size dipper vanilla cream in same. Take water glass, cut small slice of orange, banana, lemon syrup and English walnuts, slice of peach; stir well and pour on cream. Garnish with whipped cream, two slices of peach and one nabisco.

Lime Rickey.

Two ounces of lime juice, one ounce of lemon syrup, one ounce of grape juice, cracked ice, soda water, one cherry.

GOING TO INSTALL A FOUNTAIN?

The Noggle House can outfit you quickly and completely. Fountain, accessories and all supplies in one shipment. Freezers, tubs, cans, dishers and all tools for making ice cream. Table decorations and paper goods of every kind. Also complete bakeshop and kitchen outfits. Ask for Tool Catalog No. 16, and house-organ, "The Bull Dog," which lists all materials used by the trade. Both free.

THE S. W. NOGGLE CO.,
Kansas City, Mo.

—N-O-G-G-L-E—

Look over your ice cream freezers, cans, tubs, paper pails and supplies, also your fountain glassware and other equipment, and then make ready for the grand opening which the spring season will soon usher in. It will pay you to be fore-handed. There's going to be a rush in every line of the "soft drink" trade.

—N-O-G-G-L-E—

The Cassel center ice cream mould is the neatest, handiest, most economical way to prepare cream for customers who wish to observe any particular date, anniversary or holiday occasion. Fully described in our new catalogue, No. 16.

—N-O-G-G-L-E—

Due March 17—inthe mornin'.

News Notes From the Field

R. T. Elsen, proprietor of the Model Bakery at Wellsville, Mo., is planning some extensive improvements in the near future.

A. M. Ford at Shreveport, La., has recently added some new equipment to his bakeshop.

L. R. Fryer of the "Blue Front" bakery, Weir, Kas., reports good business.

John G. Foss has succeeded to the business of Walter Stowell at McLoud, Okla.

G. W. Edge, proprietor of the City Bakery at Holdenville, Okla., has had a steady run of trade the past winter.

E. E. Alsbaugh says his trade keeps him busy six days in the week. That's good enough for anybody.

Louis Alexander, Picher, Okla., has added quite a bit of new equipment to his fountain and confectionery departments. Louis is looking forward to some nice business this summer.

F. M. Alley, Oakley, Kas., recently outfitted his bakery force with new "regalia"—caps, aprons, trousers, etc.

The "K. C. L." restaurant at Leavenworth, Kas., managed by Ambrosini and Columbo, has had a great run on mince pies during the past winter months. The boys evidently know how to make 'em.

Sam Amorosa has succeeded to the business of Joe Amorosa at Marshall, Mo.

Bert Anderson at Hildreth, Neb., reports good business in all bakeshop lines.

G. W. Anderson, Enid, Okla., reports a steady growth in his candy trade.

Nelson Beavers, Yates Center, Kas., advertises his "Quality Bread" as "the loaf with the taste." Taste is what tells —and brings the customer back for more.

A. L. Beck and T. H. Little have bought the confectionery shop known as the "Busy Bee," of Henry Pappas, Shawnee, Okla. Success to you, boys.

Business the past winter months has been exceptionally good with L. A. Bone, one of the Wichita, Kas., live bakers.

T. C. Bonner, Columbia, Mo., recently added a nice line of tools to his pastry department. He is going after the cake business strong.

C. S. Boyd has purchased the interest of his former partner, Wm. Thurman, in their bakery business at Ft. Scott, Kas.

Anartopulos & Co., Wichita Falls, Tex., have increased the efficiency of their candy department by a purchase of new tools and other equipment.

Chas. Anderson, Franklin, Neb., is giving his patrons a "Quality Loaf" of bread. That's the stuff.

A. L. Baldus, Atkins, Ark., runs a candy kitchen in connection with his bakery.

J. F. Bashford, Thayer, Mo., is having a nice run of trade in all lines. His business shows a steady growth.

L. E. Bayer, Enid, Okla., is building up a large trade in cakes and pastries. There is a bigger profit in these than bread.

Bradshaw & Eberhardt have succeeded to the bakery business of Henry Davis at Frederick, Okla.

The Burk Candy Company at Joplin, Mo., has had a big rush of trade the past season, but by adding new equipment, they have taken care of it.

Business has been exceptionally good with Campbell & Wood at Nevada, Mo., and they have bought a swell fountain from the Noggle House to still further improve it.

Notwithstanding their high cost, the patrons of R. C. Patterson, Tar River, Okla., are "eating peanuts by the peck,"

judging from his frequent and liberal orders.

Charles & Son, Holton, Kas., report a nice candy trade.

Chrisman & Krattiger who operate the "Home Steam Bakery" at Denison, Tex., are doing a big business in pastry of all kinds.

Jas. L. Cline, Cordell, Okla., is getting into the candy game good and strong.

J. B. Compton, El Reno, Okla., reports a very satisfactory trade the past several months.

Milo Connelly, Wichita, Falls, Tex., is making a line of cakes that is building up his trade in pastries and in all his bake house products.

C. L. Cummins, Valley Falls, Kas., who runs the City Bakery, is having fine success with his candy department.

Henry Moser, veteran baker at Versailles, Mo., has sold to C. S. Dreier.

Dundas & Morris, proprietors of the "Midway Cafe" at Osborne, Kas., have enjoyed a good trade all winter.

Samuel Ford of Parker, Kas., reports a steadily increasing trade in all bakery lines. He has the housewife coming his way.

H. L. Specht, formerly in the baking business at Beattie, has bought out A. Goodman at Marysville, Kas., and will install new equipment and open up a high-class shop.

L. C. Kelley, Ash Grove, Mo., received his Peerless Loaf Moulder Christmas Day, and immediately set it up and put it to work. He recently told a Bull Dog correspondent that it was the best Christmas present he ever received, and that he don't know how he ever got along before without a Perfection Mixer and a Peerless Moulder.

The Brownie Candy Company at Carrollton, Mo., is doing some remodeling, and is adding some new equipment to the baking end of the establishment in which is included a Peerless Loaf Moulder. "W. E." also has a Noggle Perfection Mixer which has been on the job for some time, and this up-to-date equipment, combined with the efficiency of Fred Kline, head of the baking department, makes a combination that makes money for the firm. "Boss" Brownie came over to Kansas City the other day, to see if he could find a self-starting, self-steering automobile. "Too many shade trees and telephone poles in my town. I must have safety," says Brownie.

The Noggle House has recently outfitted the following customers with soda fountains and fountain accessories, indicating that they are getting ready a share of that big increase in the "soft drink" business which is to come with prohibition on July 1st:

J. C. Snoddy, Ash Grove, Mo.
H. A. Schmitt, Blue Springs, Mo.
Campbell & Wood, Nevada, Mo.
G. A. Sheets, LaCygne, Kas.
Pontius Sisters, Falls City, Neb.

—N-O-G-G-L-E—

If you are sweeping and cleaning dry, why not use our Sweeping Powder? No dust—sweeps clean—leaves polished floor—just the thing. Sanitation is the watchword. Flying dust is both insanitary and ruinous to merchandise. Sweep clean with Noggle's Sweeping No-Dust Compound.

—N-O-G-G-L-E—

Cream of Maize is one of the best thickeners used by the baker. It is good in bread work, pie work and is almost indispensable as a general filler. Noggle has it.

—N-O-G-G-L-E—

Cemcoat Enamel is made expressly for bakers and confectioners, and there is nothing better to brighten up walls and wood work.

—N-O-G-G-L-E—

Wyandotte C. & C. cleans ice cream cans. It cuts the grease. All big creameries use it. Noggle sells it.

—N-O-G-G-L-E—

THE NOGGLE LINE.

The Noggle House line of equipment, tools and supplies covers every need of the Fountain Dispenser, Ice Cream Maker, Restaurant and Hotel Keeper. We carry the goods in stock. Quality lines and quick service are the foundation of our success. Ask for catalog which lists fountains, ice cream equipment, tools and materials, table decorations, napkins, doilies and all paper goods, bake-shop and kitchen outfits of every character. Our house organ, The Bull Dog, lists food and drink supplies only.

THE S. W. NOGGLE CO.,
Kansas City, U. S. A.

MARCH, 1919, PRICE LIST
OF
S. W. Noggle Wholesale & Manufacturing Company
KANSAS CITY, MISSOURI

(Destroy all Previous Lists)

We go to press the 25th of each month. All prices are then good, but subject to change without notice. In commodities that fluctuate like sugar, glucose, etc., it is impossible to have a standing price that will cover. We therefore trust to our customer's fairness to accept the market.

READ THIS BEFORE ORDERING.

If a credit arrangement has not been established with us it is absolutely necessary to send references when ordering. Or, if in a hurry for the goods, send four or five dollars with the order, and the remainder can be paid on arrival of the shipment, and your references can be consulted for further use.

We positively will not ship goods C. O. D. without sufficient deposit with the order to cover the freight or express charges both ways. When remitting for Parcel Post shipment, add estimated amount for postage. Excess, if any, will be returned.

We invite credit business, but must be given ample opportunity to consult references and authorities before shipping.

Out-of-town references, in same mail with order, cannot be heard from so as to give quick shipment on terms. It is best to send remittance with first order, and also references. Then the latter can be looked up so as to take care of the next order on credit terms.

Customers selling out are not released from bills owing, even if their buyer does assume the bills. See that all your bills are paid. You are liable for them.

When ordering goods, sign individual names of owners—not the name of your confectionery or bakery.

New customers, or old customers starting new, or buying out business in new location, should mention where they have been in business before, so that we can identify them and thus give quick attention to the order.

(United States Food Administration License No. G, 13060)

BAKER'S AND ICE CREAM MAKER'S DEPARTMENT.

ACIDS
Acetic, Concentrated, per lb.....$0.35
Citric, C. P. Crystals, per lb..... 1.25
Citric, C. P. Powdered, per lb..... 1.50
Tartaric, C. P. Powdered, per lb..... 1.35
Tartaric, C. P. Crystals, per lb..... 1.25

ALBUMEN CRYSTALS

	100-lb. cases	Less
Russian, per lb.	$1.95	$2.00

ALMOND PASTE (Heide's)

	Single 5-lb. cans	Case 50-lbs.
Price, per lb.	$0.47	$0.49

AMMONIA (Carbonated) (a)
Powdered, 5-lb. cans, per lb..... .21
Less, per lb., in tin can..... .27
(a) Use of ammonia in baking is forbidden in Kansas. We ship ammonia in cans only

ANGEL CAKE POWDER (For Angel Food Cake)
In 1-lb. cans, per lb.....$1.35
In 5-lb. cans, per lb..... 1.30
In 10-lb. cans, per lb..... 1.28
In 25-lb. cans, per lb..... 1.25
Formula—1 pint lukewarm water, 6 oz. Angel Cake Powder; beat this up real stiff. Above is equal to 1 pint egg whites. Makes excellent cakes for less money. Full directions with each package.

ANGELIQUE
In 8½-lb. boxes, per lb.....$0.80
Less, per lb..... .85

APRICOTS (Evaporated)
50-lb. boxes, per lb.....$0.22
In 25-lb. boxes, per lb..... .23
Less, per lb..... .24

BAKING POWDER (b)
Baker's Star—
5 and 10-lb. cans, per lb.....$0.17
Per case, 12 5-lb. cans..... 2.30
Per case, 12 10-lb. cans..... 15.00

BAKING POWDER—Continued
Baker's Special, per case, 12 5-lb. cans..... 6.40
Per case, 12 10-lb. cans..... 12.00
Per single, 10-lb. can, per lb.....12½
Per single, 5-lb. can, per lb..... .13
Zacapa, per case 60 lbs., per lb.....$0.10
Per Single, 5-lb. can, per lb..... .11
Baker's Delight, per case of 12 5-lb. cans... 8.00
Per single 5-lb. can, per lb..... .14
Knoxall, in barrels of about 350 lbs., per lb.. .08
Drums, 175 lbs., per lb..... .08½
Drums, 125 lbs., per lb..... .09

(b) Bakers should try "Star" and "Special" Powders. Either brand gives more finished goods for less money than any Powder made. It swells your cake without puffing it. You can cut down size of cake in dough 10 per cent and still get just as large a cake as with other Powders. Free sample for trial.

BOILER COMPOUND
Alkali Special, in 300-lb. bbls., per 100 lbs..$8.15

BORAX
5-lb. boxes, per lb.....$0.15

BUTTER FLAVOR (Imitation)
Per gallon.....$6.00
Per quart..... 1.75
Per pint..... 1.00

CAKE FILLER—Marshmallow
Make your own from Noggle's Quick-Action Marshmallow Powder. See full instructions and prices under Marshmallow Paste, second column, page 19.

CAKE FLAVOR (Ka-Flav)
A big saving over mace in price, and will satisfy as to quality.
In 1-lb. cans, per lb.....$0.50
In 6-lb. cans, per lb..... .45
In 30-lb. pails, per lb..... .42

CANNED FRUIT (See Pie Fruits)

CARAMEL CREAM (Perfection)
See Candy Maker's Department page 21.

CARAMEL COLOR
Per gal. (in 5-gal. lots).....$1.50
Per single gal..... 2.00
Per quart..... .85

All Prices Subject to Change Without Notice.

CEMENT (For Flues, Ovens, etc.)

10-lb. cans, per can 1.50

CERELOSE (Corn or Bread Sugar)

Per 100-lb. bag $7.86

CHEESE COLOR—Danish

In 1-gallon bottles only, per gal.....$3.50

CHERRIES (Evaporated)

Price, per lb.....None in Stock

CHILI BEANS (Pink)

Per lb.....$0.13
In bags, per lb..... .13

CHOCOLATE (Liquor or Bitter, for Baking)

	100-lb. Cases	10-lb. Cakes
Rex, per lb.	$0.35	$0.37
Puritan, per lb.	.33	.35
Nugget, per lb.	.32	.34

CHOCOLATE (Sweet Coatings)

Invincible, per lb.	$0.33	$0.35
Challenge, per lb.	.32	.34
Peerless, per lb.		Out of Stock
Bitter Sweet, per lb.	.35	.37
Milk Chocolate, per lb.	.39	.40

CHOCOLATE PASTE

Invincible, for making chocolate pies, icings, etc.

	5-lb. Jars	3½-lb. Jars	1¼-lb. Jars
Per lb.	$0.45	$0.47	$0.50

Fla-ko, for your convenience in flavoring and coloring chocolate icings.
In 5-lb. cans, per lb.....$0.30
In 10-lb. cans, per lb..... .29

CITRON (f)

	25-lb. Drums	10-lb. Bxs.	5-lb. Bxs.
No. 2, per lb.	$0.35	$0.37	$0.38
No. 1, per lb.	.36	.38	.40
Fancy, per lb.	...	.40	.41
Lemon Peel	.30	.31	.32
Orange Peel	.30	.31	.32

CLEANING POWDER (g)

	320-lb. Bbls.	80-lb. Kegs	25-lb. Bags
Wyandotte, per 100 lbs.	$5.15	$6.20	$7.20
5-bbl. lots (one delivery) per 100 lbs.			$5.02½
10-bbl. lots (one delivery) per 100 lbs.			4.90
Bbls. of 50 5-lb. bags, per bbl.			$15.45
Soap Chips, amber, per lb.			$0.22

15 lbs. Soap Chips, 15 lbs. Wyandotte C. and C., 50 gallons water, boiled together, makes 50 gallons of soft soap.

	250-lb. Bbls.	75-lb. Kegs.	
Wyandotte Building Detergent, per 100 lbs.	$7.30	$8.35	
5-bbl. lots, per 100 lbs.	....	....	$7.17½
10-bbl. lots, per 100 lbs.	....	....	7.05
Bbls. of 50 5-lb. bags, per bbl.			21.40

Sweeping Powder (Bull Dog Brand)
Lays dust in sweeping. One handful goes as far as two of most others.
In 250-lb. drums..... 5.35

COCKROACH POWDER

Shure-Kure Roach Powder, in 1-lb. cans, per lb. $0.50
Dead Shot, in 1-lb. cans, per lb..... .50
Noggle's Perfection Roach and Insect Destroyer (Liquid)
Per gallon $7.00
Per pint 1.00

NEED MORE—A POWDER

(Kills Roaches, Ants, Flies, Mosquitos, Chicken Lice, Plant Lice, Rose Slugs, Fleas, Cabbage Worms, Boll Weevil, etc.)
Small Size, 4 oz. net, per can.....$0.25
Large Size, 1-lb 4 oz. net, per can.....1.00

Double-Quick—Fly and roach powder. The universal insect killer—kills 'em quick. Small size, $0.25; medium, $0.50; large.....$1.00
Rat-Swat—It embalms and dries them up.
Mammoth size, $3.00. Medium size, 50c.
Small size ..... .25

COCOA (Ground)

	300-lb. Bbls.	50-lb. Drums	5-lb. Cans
No. 1, per lb.	$0.34	$0.35	$0.40
No. 2, per lb.	.30	.32	.38
No. 3, per lb.	.28	.31	.33

COCOA BUTTER AND SUBSTITUTES

See Candy Maker's Department page 21.

COCOANUT (Domestic)

	140-lb. Bbls.	50-lb. Boxes	Less
Thread, long, per lb.	$0.31	$0.33	$0.34
Macaroon, fine ground, per lb.	.31	.33	.34
Sliced, or Chip (comes in wide strips) per lb.	.32	.34	.35

COCOANUT (Ceylon Sugarless)

	120-lb. Cases	Less
Thread, long, per lb.	$0.35	$0.36
Shred, short, per lb.	.35	.36
Macaroon, fine ground, per lb.	.35	.36
Sliced, or Chip (comes in wide strips), per lb.	.36	.37

COCOANUT OIL

	50-lb.	25-lb.	10-lb.	5-lb.
Konut, per lb.	$0.27	$0.28	$0.30	$0.31

COLOR—CARAMEL (Noggle's Vegetable)

Per gal. (in 5-gal. lots).....$2.50
Per single gal..... 3.00
Per quart ..... .85

Noggle's Vegetable Brown Paste—especially adapted for coloring Ice Cream.
6-lb. Jars, per lb.....$0.45
3-lb. Jars, per lb..... .48
1½-lb. Jars, per lb..... .50
Ottens Brown, per lb..... .85

COLORS (Certified Form)

GOOD, STRONG LIQUID COLORS—NOGGLE'S	Pint Bottles	Quart Bottles
Brilliant Blue Brilliant Green Brilliant Orange Brilliant Red (Light Red) Brilliant Rose (Dark Red) Brilliant Yellow (Lemon Shade) Special Yellow—Golden Shade Egg Color	95c	$1.75

Any of above liquid colors in gallon lots.$6.50

KOHNSTAMM'S CERTIFIED FORM PASTE COLORS	6-oz. Bottles	1-lb. Bottles
Brilliant Blue Paste Brilliant Brown Paste Brilliant Crimson Paste* Brilliant Green Paste Brilliant Orange Paste Brilliant Red Paste, Light Brilliant Violet Paste Brilliant Yellow Paste	$1.25	$2.50

Brilliant Pink Paste, 1-lb. bottle, $2.75; 6-oz. bottle 1.50
Brilliant Rose, Liquid, dark red, 1-lb. bot., $3.50; 6-oz. bottle $1.85
*Brilliant Crimson Paste Color gives practically the same color as Cerisole Red.
6-oz. size 1.50
1-lb. size 2.75

Burnett's Paste Colors—
Blue, Green, Orange, Pink, Dark Red, Scarlet, Yellow.
3-oz. bottle $1.00
6-oz. bottle 1.50
12-oz. bottle 3.00

We are out of the Blue, Pink and Green in 3-oz. sizes.

COLORS LIQUID (Vegetable)

	1-lb. Bottles	½-lb. Bottles
Sap Light Red	$1.00	$0.60
Brilliant Rose	1.00	.60
Brilliant Orange	1.00	.60
Brilliant Green	1.00	.60
Brilliant Yellow	1.00	.60
Brilliant Blue	1.00	.60

Danish Cheese Color.
In 1-gallon bottles only, per gal.....$3.50

CONDENSED MILK
Per case of six 1-gal. cans.....$7.00

CONES
See under Ice Cream Cones, Page 18.

CORN STARCH
Market on all corn products changing daily; do not expect these prices to hold good from one day to the next. They are subject to daily changes.

	140-lb. Bags	100-lb. Bags	50 & 30-lb. Bags
Per 100 lbs.	$5.34	$5.34	$0.06⅛
Per case of 40 1-lb. pkgs			$2.80

CREAM OF MAIZE
Market on all corn products changing daily; do not expect these prices to hold good from one day to the next. They are subject to daily changes.

In 100-lb. bags, per bag.....$5.33
Less quantity, per lb..... 5.60

CREAM TARTAR

	6-lb. Cans	Less
U. S. P. Pure, per lb	$0.84	$0.85
Compounds, per lb.	.55	.58

CREAM TARTAR SUBSTITUTE

	10-lb. Cans	6-lb. Cans	Less
Aero Cream	$0.28	$0.29	$0.30
Monarch Cream, in 5-lb. cans, per lb			.35

CRYSTALIZED FRUITS AND FLOWERS
See Candy Maker's Department, Page 22.

CURRANTS (Recleaned)

	350-lb. Bxs.	50-lb. Bxs.	Less
Per lb.	$0.24	$0.25	$0.26

DANISH CHEESE COLOR
In 1-gallon bottles only, per gal.....$3.50

DATES
None in Stock.

DIASTO

	175-lb. bbls.	70-lb. drums	30-lb. box
Per lb	$0.19	$0.19½	$0.20

DRAGEES (Silver)
Extra Small, No. 000—About 1-16" dia., per lb., $1.50; per ¼ lb......$0.40

No. 0 about ⅛ in. dia., No. 1 about 3-16 in. dia., No. 2 about ¼ in. dia., No. 3 about 5-16 in. dia., and No. 4 about ⅜ in., dia. Any size, per lb. $1.00; per ¼ lb., $0.30.

Small irregular shape, assorted, or large irregular shape, assorted per lb, $1.00; per ¼ lb. $0.30.

EGG (Powdered Whole Egg)
In 10-lb. cans, per lb.....$1.15
In 5-lb. cans, per lb..... 1.18
Less, per lb..... 1.20

Guaranteed to work in baking wherever whole egg is needed. 1 lb. Whole Egg takes the place of 3⅛ doz. shell eggs.

EGG YOLKS (Powdered)
Guaranteed to work in baking wherever fresh Yolks are needed. 1 lb. of Egg Yolk Powder takes the place of 4 doz. shell egg yolks.

Successful formula.—Soak 1 lb. egg yolk powder in 5 lbs. (5 pints) water at least 2 hours. Then add 1 oz. baking soda and let stand 2 hours longer. Keep in cool place.

In 10-lb. cans, per lb.....$1.10
In 5-lb. cans, per lb..... 1.12

EGLIKE (Compound)
Bbls. of 250 lbs., per lb.....$0.95
In 5-lb. cans, per lb..... 1.00
In 1-lb. cans, per lb..... 1.05

One pound Eglike equals 4½ dozen shell eggs.

EGG WHITES
Egg Albumen Crystals, per lb.....$2.00

EGG WHITE SUBSTITUTES

	1-lb. cans	5-lb. cans	10-lb. cans	30-lb. drums
Per lb.	$1.32	$1.28	$1.25	$1.23

Noggle's Angel Cake Powder (For Angel Food Cake).

In 1-lb. cans.....$1.35
In 5-lb. cans..... 1.30
In 10-lb. cans..... 1.28
In 25-lb. cans..... 1.25

ENAMEL (Cemcoat)
Made expressly for Bakery and Confectionery walls and wood work.

In 1-gal. cans, per gal..... 2.65
In 5-gal. cans, per gal.....$2.50

Kept in white color only.

Cemcoat sizing—A coat of sizing insures a good, smooth surface for painting and holds the paint to the wood or metal.

In 1-gal. cans, per gal.....$2.65
In 5-gal. cans, per gal..... 2.50

EVAPORATED FRUITS
Apples—Choice evaporated, 50 lb. boxes, per lb. .....None in Stock
Less, per lb.....None in Stock
Apricots—Choice evaporated, 50 lb. boxes, per lb. $0.22
25-lb. boxes, per lb..... .23
Less, per lb..... .24
Cherries—Evaporated. 150-lb. Bbl. 50-lb. Pail Less
Imported.....None in Stock
Figs—Layer, 10-lb. boxes, per lb..... .33
Peaches—Evaporated, 25-lb. boxes, per lb.. .14
Less, per lb..... .15
Raspberries—Evaporated. 210-lb. Bbl. 25-lb. Pail Less
Dried, per lb.....No stock at present.

EXTRACTS AND FLAVORS (i)

(1) These goods are made to give flavor to oven goods. The excessive heat kills the flavor of some vanilla. Select one of these and let your customers advertise your cookies and cakes.

BAKERS' GRADES.

VANILLA, Vanillin, Coumarin, Compounds.

Price per gal. in	10-gal. bbls.	5-gal. kegs	Single kegs	gal.	Per qt.	Per pt.
Burbox	$8.50	$9.00	$9.50	$10.00	$2.60	$1.45
Atlock	6.50	7.00	7.50	8.00	2.10	1.20
Kaffir	5.50	6.00	6.50	7.00	1.85	1.05
Exole	5.00	5.25	5.50	6.00	1.60	.95
Reno	4.25	4.50	4.75	5.00	1.35	.80

Baker's Grade.

LEMON Flavor—Terpeneless Compound.

Price per gal. in	10-gal. bbls.	5-gal. kegs	Single kegs	gal.	Per qt.	Per pt.
Atlock	$8.00	$8.25	$8.50	$9.00	$2.35	$1.25
Kaffir	7.75	8.00	8.25	8.50	2.25	1.20
Exole	6.50	6.65	6.75	7.00	1.85	1.05
Reno (imitation)	5.50	5.60	5.75	6.00	1.60	.95

ICE CREAM AND FOUNTAIN GRADES.

VANILLA, Pure Bean absolutely.

Price per gal. in	10-gal. bbls.	5-gal. kegs	Single kegs	gal.	Per qt	Per pt
Superb	$12.00	$12.25	$12.50	$13.00	$3.25	$1.80
Challenge	11.00	11.50	12.00	12.50	3.15	1.75
Oprig	....	....	....	9.00	2.35	1.30
Thurrig	....	....	....	8.00	2.10	1.20

VANILLA, Vanillin and Coumarin Compounds.

Price per gal. in	10-gal. bbls.	5-gal. kegs	Single kegs	gal	Per qt	Per pt
Invincible	$9.00	$9.50	$9.75	$10.00	$2.75	$1.55
Climax	8.00	8.50	8.75	9.00	2.35	1.30
Puritan	7.00	7.50	7.75	8.00	2.10	1.20
Acme	6.00	6.50	6.75	7.00	1.85	1.05

LEMON Flavors—Terpeneless. Pure.

Price per gal. in	10-gal. bbls	5-gal. kegs	Single kegs	gal	Per qt	Per pt
Superb	$12.00	$12.25	$12.50	$13.00	$3.25	$1.80
Invincible	9.00	9.50	9.75	10.00	2.75	1.55
Burbox	8.25	8.50	8.75	9.25	2.40	1.35

LEMON Flavor—Terpeneless Compound.

Price per gal. in	10-gal. bbls.	5-gal. kegs	Single kegs	gal.	Per qt.	Per pt.
Climax	$8.25	$7.50	$8.75	$9.00	$2.35	$1.30
Puritan	7.25	7.50	7.75	8.00	2.10	1.20

CONFECTIONERS' GRADES (j).

VANILA, Vanillin and Coumarin Compounds.

Price per gal. in	10-gal. bbls.	5-gal. kegs	Single kegs	gal.	Per qt.	Per pt.
Infernas	$8.00	$8.50	$8.75	$9.00	$2.35	$1.30
Zacapa	7.00	7.50	7.75	8.00	2.10	1.20
Victa	....	....	....	7.00	1.85	1.05

LEMON Flavor—Terpeneless Compound. (k).

Price per gal. in	10-gal. bbls.	5-gal. kegs	Single kegs	gal.	Per qt.	Per pt.
Infernas	$10 00	$10.50	$10.75	$11.00	$2.85	$1.55
Zacapa	8.25	8.50	8.75	9.00	2.35	1.30

EXTRACTS, ASSORTED

Almond, Anise, Caramel, Capsicum, Cassia, Chocolate, Clove, Coffee, Ginger (Jamaica), Honeysuckle, Mace, Nutmeg, Orange, Peppermint, Pistache, Rose, Wintergreen, Spearmint, Hoarhound, Caraway, Cardamon, Wild Cherry, Clover and Sassafras.

	Per gal.	Per qt.	Per pt.
Superb	$12.00	$3.25	$1.80
Invincible	10.00	2.75	1.55

Ether Compound Flavors

Strawberry, Pineapple, Banana, Peach, Cherry Maple, Violet Blackberry, Raspberry, Apricot, Apple and Grape.

	Per gal.	Per qt.	Per pt.
Superb	$12.00	$3.25	$1.80
Invincible	10.00	2.75	1.55

MAPLE IMITATION FLAVOR.

	Per qt.	Per pt.	½ pt.
Perfection Brand	$3.00	$1.70	$1.00

One ounce of Perfection Maple flavors and colors 1 gallon simple syrup, making a fine imitation Maple Syrup.

	Per gal.	quart	Pint	½ pt.	4 oz.
Crescent					
Mapeline	$12.50	$3.50	$1.90	$1.10	$0.60

	Per gal.	Per qt.	Per pt.
Tutti Fruitti (1)	$8.00	$2.25	$1.20

True Fruit Extracts, Concentrated

Strawberry	per pint $1.50
Raspberry	per pint 1.50
Cherry	per pint 1.50

FIGS

Figs, Layer, 10-lb. boxes, per lb. $0.33

FIG PASTE

About 30 lbs. to kit, per lb. $0.16

FLA-KO

For your convenience in flavoring and coloring chocolate icing.

In 5-lb. cans, per lb. $0.30
In 10-lb. cans, per lb. ..... .29

FLOUR

(Flour market very unsettled. These prices subject to instant change.)

Whole Potato	200-lb. sacks.	Less
Per lb.	$0.20	$0.22

Oatmeal
Fine ground, per lb. $0.07

Kora
(Wheat flour sub.), per 100-lb. bag $6.75

Potato Flour (White)
200-lb. sacks, per lb. $0.18
Less, per lb. ..... .20

Rye Flour—Dark, Pure 140-lb. bags, None in stock
98-lb. bags $4.35
48-lb. bags 2.35

Tapioca Flour—A good thickener.

	50-lb. Bags	Less
Granulated, per lb.	$0.21	$0.22
Pulverized, per lb.	.23	.24

	100-lb. Bags	Less
Rice Flour, per 100 lbs.	$9.89	$10.85

Whole-Wheat—Purina—Checkerboard Brand.
24-lb. bags, per bag $1.70
48-lb. bags, per bag ..... none in stock
98-lb. sacks, per sack ..... None in stock
Checkerboard wrappers, 14x18, 300 to bundle. Per bundle 1.30

FLY AND INSECT POWDER (Sure Killer)

DOUBLE QUICK.
Small size, $0.25; medium, $0.50; large, $1.00.

NEED MORE
(Kills Roaches, Ants, Flies, Mosquitoes, Chicken Lice, Plant Lice, Rose Slugs, Fleas, Cabbage Worms, Boll Weevil, etc.)
Small Size, 4 oz. net, per can $0.25
Large Size, 1 lb. 4 oz. net, per can 1.00
Dead Shot, in 1-lb. cans, per lb. ..... .50
Shure-Kure Roach Powder, 1-lb. cans, per lb. .50

FLY PAPER—Tanglefoot

Per case of 5 cartons (250 double sheets) $4.25
Per carton of 50 double sheets 1.00

FOUNTAIN FRUIT SPECIALTIES

See Pages 23 and 24.

GELATINES (m)

	In 100-lb. cases	Less
Japanese, per lb.	Out of Stock	
Silver Medal, in sheets, per lb.	2.00	2.05

Gold Medal—Out of stock, unable to get any.

Shred.	140-lb. bbls.	Less

OUT—unable to get.

Granulated.	Bbls.	Less
No. 1, per lb.	$1.10	$1.15
No. 2, per lb.	1.00	1.05

GLUCOSE

	650-lb. bbls.	350-lb. ½-bbls.	130-lb. Kegs	60-lb. Kegs
No. 43 per 100 lbs.	$5.50	$6.60	$7.00	$7.50

GLYCERINE (Pure White)

In 50-lb. cans; per lb., $0.55 ..... less $0.60

GUMS

Arabic (Powdered), per lb. $0.75
Shellac (White), per lb. ..... .65
Penny, for slot machine, per box 1.35

HOARHOUND HERB

See Candy Maker's Department page 21.

HONEY (Strained) (Strictly pure)

10-lb. can, per lb. $0.30
60-lb. can, per lb. ..... .26

ICING PASTE FLAVORS (Colored)

Invincible Brand—All flavors: Apple, Apricot, Banana, Blackberry, Bitter Almond, Caramel, Cherry, Coffee, Ginger, Lemon, Maple, Orange, Peach, Pineapple, Pistaschio, Plum, Raspberry, Rose, Strawberry, Tutti Frutti, Vanilla, etc.

	1¼-lb. Jars	2½-lb. Jars	5-lb. Jars
Per lb.	$0.50	$0.47	$0.45

Flako—Flavor and color for chocolate icings.
10-lb. can, per lb. $0.29
5-lb. can, per lb. ..... .30

Kremoline (banana, cherry, lemon, maple and pistachio flavors only).

	2-lb. Jars	5-lb. Jars
Per lb.	$0.50	$0.45

Moisto—The cold water Icing. Makes icing that will keep fresh or moist for days. Free sample.
In 5-lb. cans, per lb. $0.35
In 10-lb. cans, per lb. ..... .33

ICE CREAM POWDER (Noggle's)

1-lb. cans $0.45
5-lb. cans, per lb. ..... .40
10-lb. cans, per lb. ..... .39
25-lb. drums, per lb. ..... .38
50-lb drums, per lb. ..... .37
100-lb. drums, per lb. ..... .36
225-lb. barrels, per lb. ..... .35

ICING PRODUCTS

Pulvo Icing—

250-lb. bbls.	170-lb. drum	100-lb. drum	50-lb. bags	30-lb. bags	Less
$11.00	$11.50	$11.60	$11.70	$11.80	$12.00

ICING AND CAKE FILLERS.

Marshmallow Paste—A little of Noggle's Marshmallow Powder, as priced below, a little sugar, a little beating. Result: A fine marshmallow cake filling. See full directions under Marshmallow Paste, second column, page 19. Also, full directions with each can of powder.

Marshmallow Powder (Noggle's).
1-lb. cans $1.32
5-lb. cans 1.28
10-lb. cans 1.25
24-lb. cans 1.23

MARSHMALLOW PASTE.
Jack Frost (white), per gal. can 1.30

ICE CREAM CONES

PURITY—Unsweetened.

Box of 100	Box of 250	Box of 600	Box of 1200
$0.85	$2.10	$4.00	$7.50

EVER-CRISP—A sweetened cone; "Can't Be Beat."

Box of 100	Box of 250	Box of 1000
$0.95	$2.25	$8.00

KAS-MO (A Cocoa Butter Substitute)

See Candy Makers' Department page 22.

JELLY (r)

Glucose Apple Jelly Compound.
B-B Brand Glucose Jelly, per kit $2.60
In 5 kit lots 2.55
In 10 kit lots 2.50

JELLY (Challenge)

Extra Glucose Sugar Apple Jelly Compound.
In 30-lb. kits, per kit.....$3.50

JELLY (Pure Sugar and Apple)

Apsug Brand, per kit of 30 lbs.....$4.00
Layer Cake Filler or Marmalade (Perfection Brand)
True Fruit—Strawberry, Fig, Plum, Peach, Blackberry, Raspberry, Gooseberry, Pineapple and Apricot, in 30-lb. kits, per kit..$4.80
Fig Paste.
In about 30-lb. kits, per lb.....$0.16

KA-FLAV (A Mace Substitute)

30-lb. pails, per lb., 42c; 6-lb. cans, 45c; 1-lb. cans, 50c.

WHOLE POTATO FLOUR

	100-lb. bags	Less
Per lb.	$0.18	$0.20

KONUT

	50-lb.	25-lb.	10-lb.	5-lb.
Per lb.	$0.27	$0.28	$0.30	$0.31

KORA

Wheat Flour Substitute, per 100-lb. bag....$6.75

LARD—Use Selex

Selex is a much richer and better shortening, and can be used in baking to take the place of lard. Gives better results for less money.
Sold at prevailing market prices. **Ask us for quotations.**

LAYER CAKE FILLER (Marmalade Perfection Brand)

True Fruit—Strawberry, Fig, Plum, Peach, Blackberry, Raspberry, Gooseberry, Pineapple and Apricot, in 30-lb. kits, per kit.....$4.80
Marshmallow Powder
In 1-lb. cans, per lb.....$1.32
In 5-lb. cans, per lb..... 1.28
In 10-lb. cans, per lb..... 1.25
In 30-lb. cans, per lb..... 1.23
Try this powder. It makes the finest kind of layer-cake filling.

LEMON JUICE (Pure)

Use anywhere you would use fresh lemons.
2 doz. ½ pints to case, per case.....$3.50
1 doz. ½ pints..... 2.00
½ pint bottle, each ..... .30

LICORICE ROOT (7 inch)

See Candy Maker's Department page 22.

MAIZE (cream of)

Market on all corn products going up daily; do not expect these prices to hold good from one day to the next. They are subject to daily changes.
In 100-lb. bags, per bag.....$5.33
Less quantity, per lb..... 5.60

MALT (Dry) (s)

	175-lb. bbls.	70-lb. drums	30-lb. box
Diasto, (s). Per lb.	$0.19	$0.19½	$0.20

(s) If you want nice golden brown bread, moist and fresh, try this Diasto. This is similar to liquid malt in results. Saves 25 per cent of your sugar. Saves 25 per cent of your lard. Saves 10 per cent of your yeast.

MARSHMALLOW PASTE

Jack Frost (white), per gal. can.....$1.30
Fine for icings and cake fillings.

MARSHMALLOW PASTE—(Noggle's)

How to make Marshmallow Cake Filling from Noggle's Quick Action Marshmallow Powder when quick results are wanted. Requires from 2 to 5 minutes to whip up: Dissolve 2½ ounces of Noggle's Quick Action Marshmallow Powder in 1 pint warm soft water. Whip up stiff. Fold in little at a time, 2 pounds sugar (half granulated and half powdered is best) and ¼ ounce cream of tartar. Flavor to suit with Noggle's Invincible Extract. This batch will cover about 450 square inches ¾ inch thick. While this product is ready to use as soon as made, it will keep several days if kept from the air.

Many fine recipes and full directions included with each can of powder. See prices below:

MARSHMALLOW POWDER (Noggle's)

For Icings and Layer Cake Filling—
1-lb. cans.....$1.32
5-lb. cans..... 1.28
10-lb. cans..... 1.25
30-lb. cans..... 1.23

MAZETTA (For Cream Work)

See Candy Maker's Department, page 22.

MILK (Condensed)

Per case of six 1-gal. cans.....$7.00

MILK (Powders)

(u) Real milk without the moisture. It has been difficult to make milk users appreciate that there really is such a thing—no imitation. But gradually all are learning that it does not sour. They don't have to wait for the milkman. Results just as good as with fresh milk.

MILK POWDER (M. & S.)

In barrels, per lb.....$0.29
In 50-lb. drums, per lb..... .33
In 10-lb. cans, per lb..... .36
Milk is scarce.

MINCEMEAT (Moist)

	In 450-lb. bbls.	250-lb. ½-bbls	150-lb. kegs	46-lb. kits	29-lb. kits
Invincible	$0.13	$0.13¼	$0.13½	$0.13¾	$0.14

MINCEMEAT (Condensed)

Challenge, 5-lb. bricks.....$0.19
In cases of six 5-lb. bricks..... .18
In five case lots..... .16½
M. & S., in 5-lb. bricks..... .20
In case lots of six 5-lb. bricks..... .19
In five case lots..... .17½

MOISTO (The Cold Water Icing)

Makes icing that will keep fresh and moist for days. Ask for free sample.
In 5-lb. cans, per lb.....$0.35
In 10-lb. cans, per lb..... .32

MOLASSES (New Orleans) (v)

	50-gal. bbls.	half bbls.	10-gal. kegs.	5-gal. kegs.
Sunlight, Extra Light per gal.	$0.69	$0.76	$0.83	$0.85
Extra Choice. (Light). per gal.	.65	.72	.80	.84
Invincible (Medium), per gal.	.54	.60	.65	.70
Onola (Dark), per gal.	.48	.52	.63	.65
Berkley (Dark), per gal.	.44	.50	.58	.62
Berkley, in 15-gal kegs, per gal.				.54

MUSTARD

In gallon jugs, per gal.....$0.85

NOUGAT CREAM

See Candy Maker's Department page 22.

NUCOA BUTTER

See Candy Maker's Department page 22.

All Prices Subject to Change Without Notice.

NUTS (Shelled)

	Price per lb Cases	Less
Almonds—Selects (28-lb. cases)	**$0.63**	**$0.65**
Almonds—Valencias (28-lb. cases)	.50	.52
Almonds—Jordans (28-lb. cases).	**.58**	**.60**
Black Walnuts (28-lb. cases)		Out of
Brazils—Pieces (28-lb. cases)		Out of
Cachew (28 cases)		Out of
Filberts (50-lb. bags)	.48	.50
Pecan (Halves) 28-lb. cases	1.28	1.30
Pecan (Pieces) 28-lb. cases	1.23	1.25
English Walnuts (½s) 55-lb. c	.92	.95
English Walnuts (pcs) 55-lb. c	.90	.93
Pignolias (28-lb. cases)	.48	.50
Pistachios (28-lb. cases)		none

	5-bag lots	125-lb. bags.	less
Peanuts, No. 1 Spanish	$0.14	$0.14½	$0.15

OATMEAL (Fine Ground)

Per lb. $0.07

OILS ESSENTIAL

Almond, per lb	**$14.00**
Anise, per lb	**3.00**
Cassia, per lb	**3.00**
Clove, per lb	**2.00**
Lemon (H. P. Imported), per lb	**3.00**
Lemon (Imitation Oil of), per gal	**5.00**
Lemon Oil Emulsion, per gal	**6.00**
Lemon Oil Emulsion, per qt	**1.75**
Lime, per lb	**5.00**
Mace, per lb	**1.90**
Nutmeg, per lb	**1.80**
Orange (Sweet), per lb	**5.50**
Orange Oil Emulsion, per gal	6.00
Orange Oil Emulsion, per qt	1.75
Peppermint, per lb	**7.50**
Spearmint, per lb	**6.00**
Sassafras	**2.00**
Wintergreen (Oil of Betula), per lb	**4.25**

OIL (Cottonseed). Write for prices.

OIL (Slab)

See Candy Maker's Department, Page 23.

OVEN CEMENT (For Flues, etc.)

In 10-lb. cans, per can $1.50

PAINT (Cemcoat Enamel)

Made expressly for Bakery and Confectionery walls and wood work.

In 5-gal. cans, per gal. $2.50
In 1-gal. cans, per gal. 2.65

Kept in white color only.

Cemcoat sizing—A coat of sizing insures a good, smooth surface for painting and holds the paint to the wood or metal.

In 1-gal. cans, per gal. $2.65
In 5-gal cans, per gal. 2.50

PARAFFINE

Per lb. $0.20

PARAFFINE SUBSTITUTE

	100-lb. cases	10-lb. cake
Parasub, per lb	$0.30	$0.32

PEANUT BUTTER

	10-lb. cans	25-lb. cans	50-lb. cans
Price, per lb	$0.27	$0.25	$0.23

PEELS

	25-lb. boxes	10-lb. boxes	Less
Lemon	$0.30	$0.31	$0.32
Orange	.30	.31	.32
Citron.			
No. 2, per lb	.35	.37	.38
No. 1, per lb	.36	.38	.40
Fancy, per lb		.40	.41

PIE FILLING POWDERS

	30-lb. Pails	14-lb. Pails	Less
Lemon, per lb	$0.18	$0.19	$0.20
Orange, per lb	.18	.19	.20
Chocloate, per lb	.18	.19	.20
Cream, per lb	.18	.19	.20
Strawberry Cream, per lb.	.18	.19	.20
Pineapple Cream, per lb.	.18	.19	.20
Cherry Cream, per lb	.18	.19	.20
Custard, per lb	.23	.30	.32

(w) Water, only, added to these pie filling powders; then slightly cooked. Directions with each package. Samples free.

PIE FRUITS (Solid Pack Cans)

	Case Lots
Apples—	
New York—No. 10, case of 12 cans	$6.60
5 case lots	**6.50**
Arkansas—No. 10, per doz	5.00
5-doz. lots, per doz	4.90
Apricots—No. 10, 12 to case	
5 case lots	**3.50**
1 case lots	**3.60**
Blackberry—12 cans to the case	Out of
Cherries—Fancy No. 10, case of 12	Out of
Gooseberries—No. 10, 12 to case	**3.60**
Logan Berries—Out of stock.	
Peaches (pld.)—No. 10 Cal., 12 to c.	9.60
5 case lots	9.50
Pineapples—Grated, per doz	11.00
Pumpkin—No. 10s, per doz	4.00
Pumpkin—No. 3, per case 2 doz	3.50
Rhubarb—No. 10, 12 to case, per case	Out of

PIE FRUITS (Evaporated)

Apples—Choice evaporated.
50-lb. boxes, per lb. 13c; less . . . . . None

Apricots—Choice evaporated.
50-lb. boxes, per lb $0.22
25-lb. boxes, per lb 23
Less, per lb 24

Cherries—Evaporated.

	150-lb.	50-lb.	Less
Imported			Out of stock

Peaches—Evaporated, 25-lb. boxes, per lb 14

Raspberries. 210-lb. bbl. 25-lb. pail Less
Choice Evap., per lb.—No stock at present.

PIE TOP POWDER

For tops of soft pies and merangues.

	1-lb. can	5-lb. can	10-lb. can	30-lb. drum
Per lb.	$1.32	$1.28	$1.25	$1.23

PINK BEANS (For Chili)

Per lb. $0.13
In bags, per lb 13

POTATO FLOUR

	200-lb. sacks	Less
White, per lb	$0.16	$0.18
Whole, per lb	.18	.20

POP CORN

Snow Pop, per lb $0.12½ $0.14

RAISINS (xx)

	50-lb. cases per lb.	Less per lb.
Bleached.	None in stock	
Seedless Sultanas (small, grow without seeds)	$0.16	$0.16½
5-case lots, 250 lbs., per lb	.15½	
Seeded Raisins (large raisins with seeds removed) in 25-lb. boxes, per lb	.11½	.12
In 10-case lots, per lb	.11⅛	
Seeded Raisins (large raisins with seeds removed) in 11-oz. pkgs., 45 pkgs. to case, per case		4.15

RASPBERRIES

	210-lb. bbls.	25-lb. pails	Less
Evaporated, per lb	No stock at present.		

RAT-SWAT

It embalms and dries them up.

Small size	$0.25
Medium size	.50
Mammoth size	1.00

All Prices Subject to Change Without Notice.

RICE FLOUR

	100-lb. Bags	Less
Rice Flour, per 100 lbs.	$9.39	$10.85

ROACH EXTERMINATORS

Dead Shot, etc. Same as under Cockroach Powder, which see on page 16.

SALT (Colonial Brand)

Single barrels of 280 lbs.	$3.85
5-barrel lots, per barrel	3.75
10-barrel lots, per barrel	3.65
25-barrel lots, per barrel	3.60

Sold in barrels only. Price F. O. B. Kansas City. Ask for special price on car lots (about 150 barrels).

SALT (Rock)

In 200-lb. bags, per bag, each	$1.80
In 10-bag lots, per bag	1.60

SEEDS

	125-lb. bags.	Less
Anise Seed—Out of stock.	Unable to get.	
Caraway seed	..	.95
Caraway seed, ground	..	.98
Blue Poppy	.75	.78
Coriander seed, ground	.08	.10
Cardamen seed, ground		1.75
Black Mustard	.20	.21
Yellow Mustard	.30	.35

SHORTENING—Use Selex

Selex is a high quality vegetable shortening of uniform grade, and can be used in baking wherever mix calls for butter, lard or any compound. Gives the same results at less cost.

Sold at prevailing market prices. Ask us for quotations.

SOAP CHIPS (see page 16)

SODA (Bi-Carbonate)

	400-lb. bbls.	112-lb. kegs	Less
Per lb.	$0.05½	$0.06	$0.07

SPICES (Ground) (y)

	bbls.	drums	10-lb. cans	6-lb. cans	Less
Cinnamon					
Invincible brand, pure	$0.35	$0.36	$0.37	$0.38	$0.40
Challenge brand, pure	.31	.32	.33	.34	.36
Ginger					
Invincible brand, pure	.25	.26	.27	.28	.30
Ka-Flav—A Mace substitute. 30-lb. pails, per lb., 42c; 6-lb. cans, 45c; 1-lb. cans, 50c.					
Mace					
Invincible brand, pure	.80	.83	.85	.90	.92
Nutmeg					
Invincible brand, pure	.55	.60	.65	.66	.68
Allspice					
Invincible Brand, pure	.19	.20	.21	.22	.24
Cloves					
Invincible brand, pure	.45	46	.47	.48	.50
Pepper					
Invincible brand,					
Black, pure	.46	.47	.48	.49	.50
White, pure	.49	.50	.51	.52	.54
Cayenne	.45	.46	.47	.48	.50
Mustard, pure	.32	.33	.34	.36	.38
Sage, Rubbed, pure	.26	.27	.28	.30	.32
Coriander, pure	.15	.16	.17	.18	.20

SWEEPING COMPOUND (B.-D. Brand)

Lays dust in sweeping. One handful goes as far as two of most others.

In 250-lb. drums 5.65

TAPIOCA FLOUR

	50-lb. drums	Less
Pulverized, per lb.	$0.23	$0.24
Granulated, per lb.	.21	.22

VANILLA (see Extracts)

WAFER (or Rice Paper)

100 sheets (about 2-lbs. to package per package ..... none in stock

WHIP TOP POWDER

For tops of soft pies and merangues.

	1-lb. can	5-lb. can	10-lb. can	30-lb. drum
Per lb.	$1.32	$1.28	$1.25	$1.23

WYANDOTTE SANITARY CLEANER AND CLEANSER

	280-lb. bbls.	50-lb. kegs.	25-lb.
Wyandotte, per 100 lbs.	$5.15	$6.20	$7.20
5-bbl. lots (one delivery) per 100 lbs.			$5.02½
10-bbl. lots (one delivery) per 100 lbs.			4.90
Bbls. of 50 5-lb. bags, per bbl.			$15.45

	250-lb. bbls.	75-lb. kegs.	
Wyandotte Building Detergent, per 100 lbs.	$7.30	$8.35	
5-bbl. lots, per 100 lbs.	....	....	$7.17½
10-bbl. lots, per 100 lbs.	....	....	7.05
Bbls. of 50 5-lb. bags, per bbl.			21.40

Candy Makers' Department

ACIDS

See Baker's Department page 15.

ALBUMEN CRYSTALS

	100 lb. cases	Less
Russian, per lb.	$1.95	$2.00

ANGELIQUE

See Baker's Department page 15.

CARAMEL CREAM (Laurel)

About 50-lb. kegs, per lb. $0.25

CHILI BEANS (Pink)

See Baker's Department page 16.

CHOCOLATE (Bitter, Sweet and Milk)

See Baker's Department page 16.

COCOA BUTTER

Per lb. $0.50

COCOA BUTTER SUBSTITUTE

	56-lb. Cases	Less
Kasmo, per lb.	$0.30	$0.32
	100-lb. Cases	Less
In-Re-Co., per lb.	.31	.33
Kokoreka, per lb.	.31	.33
	50-lb. Cases	Less
Nucoa Butter, per lb.	.31	.33

COCOANUT OIL

	50-lb.	25-lb.	10-lb.	5-lb.
Konut, per lb.	$0.27	$0.28	$0.30	$0.31

COCOANUT (Domestic)

	140-lb. Bbls.	50-lb. Drums	Less
Thread, long, per lb.	$0.31	$0.33	$0.34
Macaroon, fine ground, per lb.	.31	.33	.34
Sliced, or Chip (comes in wide strips), per lb.	.32	.34	.35

COCOANUT (Ceylon Sugarless)

	120-lb Cases	Less
Thread, long, per lb.	$0.35	$0.36
Shred, short, per lb.	.35	.36
Macaroon, fine ground, per lb.	.35	.36
Sliced, or Chip (comes in wide strips), per lb.	.36	.37

COLORS (Liquid and Paste)

See Baker's Department page 16.

CONDENSED MILK

See Pages 17 and 22.

CONES—ICE CREAM

PURITY—Unsweetened.

Box of 100	Box of 250	Box of 600	Box of 1200
$0.35	$2.10	$4.00	$7.50

EVER-CRISP—A Sweetened Cone; "Can't Be Beat."

Box of 100	Box 250	Box of 1000
$0.95	$2.25	$8.00

CREAM TARTAR

	6-lb. Cans	Less
U. S. P. Pure, per lb.	$0.84	$0.85

All Prices Subject to Change Without Notice.

CRYSTALLIZED FRUITS

Cherries (pieces) in 30-lb. pails, per lb.	$0.50
Less, per lb.	.55
Imported (whole) 8¼ lb. boxes, per lb.	.75
In 5-lb. boxes, per lb.	.77
Pineapple Cores, in 25-lb. boxes, per lb.	.50
Less, per lb.	.55
Pineapple Slices, in 5-lb. boxes only. per lb.	.70
Pineapple Fingers, in 6-lb. boxes only. Per lb.	.65
Assorted Fruit, in 5-lb. boxes. Per lb.	.75
In 1-lb. fancy boxes, per lb.	1.00
Ginger, 1-lb. cans, per can	.75
In 5-lb. lots, per lb.	.73

CRYSTALLIZED FLOWERS

Mint Leaves, per lb.	$1.50
Rosebuds, white, per lb.	1.30
Rosebuds, pink, per lb.	1.30
Rose Leaves, pink, per lb.	1.30
Rose Leaves, white, per lb.	1.30
Violets, per lb.	1.65

DATES

None in Stock.

EXTRACTS AND FLAVORS

The candy kettle will not burn out the flavor. Select one of these and let your customers advertise your candies.

CONFECTIONERS' GRADES (j).

VANILLA, Vanillin and Coumarin Compounds.

Price per gal. in	10-gal bbls.	5-gal. kegs	Single kegs	Per gal.	Per qt.	Per pt.
Infernas	$8.00	$8.50	$8.75	$9.00	$2.35	$1.30
Zacapa	7.00	7.50	7.75	8.00	2.10	1.20
Victa	....	...	...	7.00	1.85	1.05

Lemon Flavor—Terpeneless Compound (k).

Price per gal. in	10-gal bbls.	5-gal. kegs	Single kegs	Per gal.	Per qt.	Per pt.
Infernas	$10.00	$10.50	$10.75	$11.00	$2.85	$1.55
Zacapa	8.25	8.50	8.75	9.00	2.35	1.30

EXTRACTS, ASSORTED

Almond, Anise, Caramel, Capsicum, Cassia, Chocolate, Clove, Coffee, Ginger (Jamaica), Honeysuckle, Mace, Nutmeg, Orange, Peppermint, Pistache, Rose, Wintergreen, Spearmint, Hoarhound, Caraway, Cardamon, Wild Cherry, Clover and Sassafras.

	Per gal.	Per qt.	Per pt.
Superb	$12.00	$3.25	$1.70
Invincible	10.00	2.75	1.55

Either Compound Flavors

Strawberry, Pineapple, Banana, Peach, Cherry, Maple, Violet, Blackberry, Raspberry, Apricot, Apple and Grape.

	Per gal.	Per qt.	Per pt.
Superb	$12.00	$3.25	$1.80
Invincible	10.00	2.75	1.55
Tutti Fruitti	7.00	2.00	1.15

True Fruit Extracts, Concentrated

Strawberry per pint	$1.50
Raspberry per pint	1.50
Cherry per pint	1.50

FIGS

Figs, Cooking, 50-lb boxes, per lb.	None
Layer Figs, 10-lb. boxes, per lb.	$0.33

FLY PAPER—Tanglefoot

Per case of 5 cartons (250 double sheets)	$4.25
Per carton of 50 double sheets	1.00

FOUNTAIN FRUIT SPECIALTIES

See Pages 23 and 24.

GELATINES (m)

	In 100-lb. cases	Less
Japanese, per lb.	None in stock	
Silver Medal, in sheets, per lb.	$2.00	$2.05
Gold Medal—Out of stock, unable to get any.		

Shred.
OUT—Unable to get.

Granulated.	Bbls.	Less
No. 1, per lb.	$1.10	$1.15
No. 2, per lb.	1.00	1.05

GLUCOSE

	650 lb. bbls.	350 lb. ½-bbls.	120 lb. Kegs	60 lb. Kegs
No. 43, per 100 lbs.	$5.50	$6.60	$7.00	$7.50

GLYCERINE (Pure White)

In 50-lb. cans, per lb., $0.55	less $0.60

GUMS

Arabic (Powdered), per lb.	$0.75
Shellac (White), per lb.	.65
Tragacanth (Turkish), per lb.	1.50
Penny, for slot machine, per box	1.35

HOARHOUND HERB

Per lb. $0.55

ICE CREAM CONES

See under Cones.

KAS-MO (A Cocoa Butter Substitute)

Get next to Kas-Mo—the best substitute for Cocoa Butter on the market.

	100-lb. Cases	Less
Per lb.	$0.30	$0.32

KOKOREKA

	100-lb. cases	Less
Per lb.	$0.31	$0.33

KONUT

	50-lb.	25-lb.	10-lb.	5-lb.
Per lb.	$0.27	$0.28	$0.30	$0.31

LICORICE ROOT (7 inch)

Per lb. $0.60

MAZETTA CREAM (for Cream Work)

	420-lb. Bbls.	200-lb. ½-Bbls.	100-lb. Kegs	50-lb. Kits
Per lb.	$0.12	$0.12½	$0.15	$0.16

*We do not carry in stock, Bbls. or ½-Bbls. of Mazetta Cream. Price quoted on these is F. O. B. Chicago.

MILK (Condensed)

Per case of six 1-gal. cans $7.00

NOUGAT CREAM (for Making Nougat)

	110-lb. ½-Bbls.	50-lb. Kegs	20 to 30-lb. Pails
Per lb.	$0.20½	$0.21½	Out of

NUCOA BUTTER

A good Cocoa Butter substitute.

	50-lb. cases	Less
Per lb.	$0.31	$0.33

NUTS (Shelled)

See under Baker's Department, page 20.

OIL (Essential)

See under Baker's Department, Page 20.

OIL (Cocoanut)

Used for cooking nuts, baking, etc.——a pure cocoanut oil.

	50-lb.	25-lb.	10-lb.	5-lb.
Per lb.	$0.27	$0.28	$0.30	$0.31

OIL (Slab)

Per gal. $3.00

PAINT (Cemcoat Enamel)

Made expressly for Bakery and Confectionery walls and woodwork.

In 1-gal. cans, per gal.	2.65
In 5-gal. cans, per gal.	$2.50

Kept in white color only.

Cemcoat sizing—A coat of sizing insures a good, smooth surface for painting and holds the paint to the wood or metal.

In 1-gal. cans, per gal.	$2.65
In 5-gal. cans, per gal.	2.50

PARAFFINE

Per lb. $0.20

PARAFFINE SUBSTITUTE

	100-lb. Cases	10-lb. Cake
Parasub, per lb.	$0.30	$0.32

All Prices Subject to Change Without Notice.

POP CORN

	Bags	Less
Snow Pop, per lb.	$0.12½	$0.13½

SLAB OIL (for use on Candy Slabs)

Per gallon $3.00

SODA (Bi-Carbonate)

See Baker's Department, page 21.

STARCH

See Corn Starch under Baker's Dept., page 17.

VANILLA

See Extracts.

WAFER (or Rice Paper)

100 sheets (about 2-lbs. to package) per package ..... None in stock.

FOUNTAIN SUPPLIES

ACIDS (Fountain)

	No. 1	No. 2
Phosphate, per gal.	$2.00	$1.00
Phosphate, per quart	.55	.30
Fruit, per gal.	3.00	2.00
Fruit, per quart	.80	.55

ALLEN'S RED TAME CHERRY

Per gallon $3.00
In 4 1-gal. jug lots, per gal. 2.90

Missouri State Tax 2½c per gallon.. Government War Tax Paid.

APPLJU ("Drink an Apple")

Size of Bottle	Weight Per Case	Bottles Per Case	Price Per Case
6 oz.	57 lbs.	4 doz.	$6.05
14½ oz.	55 lbs.	3 doz.	5.78

Missouri state tax and government Federal tax paid.

BEVO—The New Drink

2 dozen to the case, per case $2.65
90c allowance for full case of empties returned, freight prepaid to Kansas City.
Missouri state tax and government Federal tax paid.

BROMO-SELZER

½-lb. bottles, per bottle $1.10

BUTTER SCOTCH SUNDAE DRESSING

Mallo-Scotch, in ½-gal. cans, per can $1.65

CARBONATED WATER

Case 50 Qts.	Carbonated Water	$6.00
Case 100 Pts.	Carbonated Water	3.50
Case 100 Qts.	Carbonated Water	7.00

Allowance for bottles in their cases, if freight prepaid to K. C.:

Qts., each	$0.02
Pts., each	.01½
Splits, each	.01

CHOCOLATE (Liquid)

In ½ gal. jars, 6 to case, per doz. $18.00

CHOCOLATE PASTE

	5-lb. jars.	2½-lb. jars.
Per lb.	$0.45	$0.50

CIDER FLAVORS—Imitation

	Per gal.	Per qt.
Orange	$5.00	$1.50
Blackberry	6.00	1.75

Missouri state tax and government Federal tax paid.

COCOANUT—Toasted.

Better than ground nuts for Sundae topping.
In 53-oz. can, per can $1.35

COCA-COLA

	1-gal. jugs.	5-gal. kegs.	10-gal kegs.	40-gal. bbls.
Per gal.	$2.00	$1.85	$1.75	$1.50

Missouri State Tax 2½c per gallon. Government War Tax Paid.

COCOA-MIL-KOKE—For Hot Chocolate

In 5-lb. cans, per lb. $0.40
In 10-lb. cans, per lb. ..... .38
Ready to use; add hot water, top with marshmallow, and serve.

FOAM PREPARATION (Soda Foam)

	Per gal.	Per qt.
No. 1	$3.00	$0.80
No. 2	1.50	.40

FRUITS (Crushed and Whole)

(For Fountain Use) In ½ gal. jars, 6 to the case.

	C. F. J. Co.'s	Frutana Naboth or S. W. N.
	Per doz.	Per doz.
Butterscotch Sundae	$20.00	None
Caramel Nut	31.00	$30.00
Cherries, crushed	34.00	30.00
" W. & B.	None	30.00
" W. & B. gal. crocks	None	44.00
" W. & B., gal. crocks	None	4.00
" ruby, shredded	35.00	30.00
" whole, select ruby	36.00	36.00
" whole, white	37.00	37.00
" green Creme de Menthe	37.00	37.00
Chop Suey	18.00	20.00
Cocoa Syrup, Dark	18.00	18.00
Figs, shredded	24.00	24.00
Peaches, crushed	24.00	20.00
Peaches, sliced	30.00	30.00
Pineapple, crushed	30.00	24.00
" cubes	31.00	None
" ruby crushed	30.00	30.00
Raspberry, black, whole	36.00	30.00
" red, crushed	36.00	30.00
Strawberry	36.00	34.00

FRUIT SYRUPS

(Concentrated, 1 gal. jugs only)

	C. F. J. Co.'s Per gal.	Frutana Naboth or S. W. N. Per gal.
Banana	$3.00	$2.75
Blackberry	3.00	2.75
Cherry	3.50	3.00
Claret	3.00	2.75
Cocoa	None	2.50
Coffee	3.00	2.75
Cream of Mint	3.00	2.75
Grape	3.00	2.75
Lime Freeze	3.00	2.75
Messina Lemon	3.25	2.75
Mint, Freeze	3.00	2.75
Nectar	3.00	2.75
Orange	3.25	2.75
Peach	3.00	2.75
Pineapple	3.50	3.00
Raspberry	3.50	3.00
Red Raspberry	3.50	3.00
Red Orange	3.25	3.00
Strawberry	3.25	2.75
Vanilla	3.00	2.75

Missouri state tax 2½ cents per gallon. Government war tax paid on C. F. J. brand. War tax on S. W. N. brands paid.

FOUNTAIN SYRUPS (Concentrated)

	Gal. jugs only.
Banana, per gal.	$2.75
Blackberry, per gal.	2.75
Cherry, per gal.	3.00
Chocolate, per gal.	2.50
Cocoa	2.50
Coffee, per gal.	2.75
Faust Gingerale, per gal.	2.75
Ginger, per gal.	2.75
Grape, per gal.	2.75
Lemon, per gal.	2.75
Maple, per gal.	2.75
Nectar, per gal.	2.75
Orange, per gal.	2.75
Peach, per gal.	2.75
Pineapple, per gal.	3.00
Raspberry, per gal.	3.00
Sarsaparilla, per gal.	2.75
Sherbet, per gal.	3.00
Strawberry, per gal.	2.75
Vanilla, per gal.	2.75

PREPARED Fountain Syrups—None in stock.

GINGERALE SYRUP (Waukesha)

(Concentrated Syrup—make genuine Waukesha Gingerale. Better than bottled goods.)
Used at Fountain with carbonated water, 1 oz. to 8 oz. glass; cheaper than bottle gingerale, and better.

In quart serving bottles, each	$0.75
Per gallon (in four 1-quart bottles)	3.00

Missouri state tax 2½c, government war tax paid.

GINGERALE

	Genuine Waukesha	Mads
1 case of 50 24-oz. (quarts)	$ 8.80	$7.70
1 case of 100 12-oz. (pints)	11.00	9.90
1 case of 100 6-oz. (½ pints)	9.90	8.80

Federal tax paid by manufacturers.

GRAPE JUICE

	Welch Per Case
4-oz.—6 doz. to case	$7.70
Pts.—2 doz. to case	7.15
Qts.—1 doz. to case	6.90

Federal tax paid by manufacturers.

HOT SODA GOODS

BOUILLON

Chicken, in pint bottles, per doz.	$ 5.00
Oyster, in pint bottles, per doz.	3.50
Fluid Beef, in pint bottles, per doz.	15.00
Beef and Tomato, quarts, per doz.	9.00
Beef Tea Extract, pints, doz.	12.00
Beef Tea Extract, ½-gallon, gal.	6.75
Beef Tea Extract, gallons, gal.	6.50
Chicken Bouillon, pints, per doz., C. F. J.	6.50
Clam Bouillon, 10 oz. cans, per doz.	4.00
Coffee Extract, pints, doz.	18.00
Ginger, pints, doz.	18.00
"Hot Stuff," quarts, per doz.	9.00

MALLOW—MARSHMALLOW-CREME

1-gallon cans.

Vanilla Flavor, per can	$1.30
Maple and Caramel Flavor, per can	1.30
Jack Frost (white), per gal. can	1.30

MALTED MILK—Milkose

In 10-lb. cans, per lb	$0.35
In 25-lb. cans, per lb	.32
In 100-lb. lots—4 25-lb. cans, per lb	.30

MALTED MILK (Borden's Eagle Brand)

25-lb. cans, per lb	$0.35
10-lb. cans, per lb	.38
5-lb. cans, hospital size, per can	2.90
Large sizes, 1-lb. net, per can	1.10

100-lb. lots (4 25-lb. cans) sent prepaid on drop shipments, except to jobbing points.

MALLO SCOTCH SUNDAE

For Butter Scotch Sundaes.

In ½-gal. cans, per can	$1.65

MIL-KOKE—For Hot Chocolate

In 5-lb. cans, per lb	$0.40
In 10-lb. cans, per lb	.38

A milk cocoa—ready to serve. Just add hot water and top with marshmallow.

MILKOSE (A Malted Milk)

In 10-lb. cans, per lb	$0.35
In 25-lb. cans, per lb	.32
In 100-lb. lots—4 25-lb. cans, per lb	.30

MISCELLANEOUS FOUNTAIN SPECIALTIES

Mustard, in gal. jugs, per gal.	$0.85

NUTS (Ground, Assortment)

Per lb.	$0.50

Dunham's Sundae Cocoanut.

In 53 oz. cans, per can	$1.25

Don't overlook this—it beats regular ground nuts.

NUT PREPARATIONS

	½-gal.
Invincible Caramel Nut, doz.	$30.00
Invincible Chocolate Nut, per doz.	30.00
Invincible Maple Nut, per doz.	30.00
Special Sundae, any flavor	18.00
Mix-Nut Sundae, per doz.	30.00

ORANGEADE (Noggle's)

Gal. jugs only.

Orangeade, Concentrated Syrup, Noggle's	$2.10
6 gal. to case, per gal.	2.00
12 gals. (two cases) per gal.	1.95

1 gallon concentrated syrup makes 3 gallons Orangeade; ready to drink—nothing to add but water.

War and State Tax Paid.

ORANGE JULEP (Howell's)

A concentrated syrup—gallon jugs only.

Single gallon	$2.10
6 gal. to case, per gal.	2.00

Freight prepaid on orders of 12 gallons or more. War tax paid. Mo. state tax 2½c per gal.

ORANG-TANG PASTE—Noggle's New Drink

Put up in convenient paste form. One pound makes 35 gallons or 560 8 oz. (5c) glasses.

1¼-lb. jars, per jar	$4.75
2½-lb. jars, per jar	8.00
5-lb. jars, per jar	14.00

PEACOCK

An established fountain drink in the East, and a good substitute for some of the scarce "best sellers."

In 1-gal. jugs, per gal.	$2.35
In 1-gal. jugs, 4 to case, per gal.	2.30
In 10-gal. kegs, per gal.	2.25

War tax paid. Missouri State tax 2½ per gal.

PHEZ

Concentrated Loganberry Juice.

Size of Bottle	Weight per Case	Bottles per Case	Price per Case
2 oz.	31 lbs.	6 doz.	$8.25
4 oz.	27 lbs.	3 doz.	4.70
8 oz.	44 lbs.	3 doz.	9.10
12 oz.	40 lbs.	2 doz.	8.80
24 oz.	40 lbs.	1 doz.	8.25
65 oz.	70 lbs.	9 doz.	13.50

2½ per cent discount on 5 cases, one delivery.
5 per cent discount on 10 cases, one delivery.
Federal tax paid by manufacturers.

PHOSPHATES

(In gallon jugs only.)

Ruby Claret, per gal.	$3.50
Morella Cherry, per gal.	3.50
Wild Cherry, per gal.	3.50
Mint, per gal.	3.50
Grape, per gal.	3.50
Champagne, per gal.	3.50

ROOT BEER

Hires Fountain Syrup—Genuine.

	Per gal.
1 gal. Hires Syrup	$2.35
5 gal. Hires Syrup	2.25
10 gal. Hires Syrup	2.15
35 and 50 gal. Hires Syrup	2.00

Freight allowed on 35 and 50 gallon orders, all one shipment, but in no case to exceed 10 cents per gallon.

Discounts for Purchases Within the Year 1919.

On 100 or more gallons	5c per gal.
On 200 or more gallons	6c per gal.
On 300 or more gallons	7c per gal.
On 400 or more gallons	8c per gal.
On 500 or more gallons	10c per gal.

Payable after December 31, 1919, provided all bills have been paid within 30 days.

Missouri state tax 2½ cents per gallon. Government war tax paid.

SYRUP—SIMPLE (Sugar)

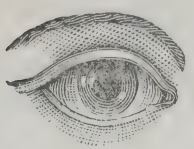
	bbls.	10 gal. kegs	5 gal. kegs

None in Stock.

TOMATO NECTAR—The Best Hot Drink

Packed only in quart bottles, 12 to case, per case.	$9.00
Single quarts	.85

See Page 26 for Classified Want Ads.



Keep your on this page FOR BIG BARGAINS

BUTTER DISHES.

		Original Price	Sale Price
1	Bundle, 150 only, 2-lb. wood Butter Dishes.	.30	.15

BAG HOLDERS.

No. 1 Wire Bag Holders, holds 4 size bags, each.	$0.50
No. 2 Wire Bag Holders, holds 6 size bags, each.	1.00

STEEL WAGON BOXES.

Wood slats and frame made almost like a trunk. While they last.

1-bu. size, 20x10x12 in. deep, each	$1.50
1½-bu. size, 20x16x8 in. deep, each	2.00
2-bu. size, 20x16x11 in. deep, each	2.25

ICE CREAM DISHERS.

23	5 to qt. No. 184 Tin Wood Handle I. C. dishers, each	.35	.15
21	10 to qt. No. 184 Tin Wood Handle I. C. dishers, each	.35	.15
18	12 to qt. No. 184 Tin Wood Handle I. C. dishers, each	.35	.15
21	16 to qt. No. 184 Tin Wood Handle I. C. dishers, each	.35	.15
25	20 to qt. No. 184 Tin Wood Handle I. C. dishers, each	.35	.15
6	14-to-qt. Cone-Shaped Bowl Ice Cream Dishers, aluminum	1.75	1.35
1	14-to-qt. Round-Shaped Bowl Ice Cream Dishers, aluminum	1.75	1.35
17	5 to qt. Cone Shape, All Metal Ice Cream Dishers (New)	1.50	1.25

Ask for prices and designs in Imported Candy Boxes, they come in trunks, pianos, autos, market basket, etc. designs, very tasty.

ICE CREAM MAKERS' GOODS.

1	Only, 25-qt. 2nd hand Freezer Can for White Mtn. Freezer	5.00	2.50
4	Only, 20-qt. size, Galv Brick Tanks, 8⅛x8½x22. 2nd hand, each.	2.80	1.50
2	Only, 11¼x12¼x22½ High Galv. Rack for Brick Tank. 2nd hand	5.00	2.00
2	Only, 10x14x19 High Galv. Brick Tanks, 2nd hand, each	3.00	1.25
1	Only, 10⅛x10½x19 in. high, Galvanized Brick Tank, second-hand.		1.50
2	Only, 7¼x8¼x11½ High Galv. Brick Tanks, 2nd hand, each	2.00	.75
3	Only, Round Malleable Iron, Tinned Wood Handle I. C. spoons, 11 in. long, 2nd hand, each	1.00	.40
1	Only, Square End Wood Handle I. C. spoons, 12 in. long, 2nd hand, each.	1.00	.40
1	Only, 4 Teeth, 30 in. long Ice Chisel, 2nd hand, each	1.40	.55

ICE CREAM TOOLS.

		Original Price Doz.	Sale Price Doz.
10	3-pint Heavy Tin Double Lid I. C. Brick Moulds, wired at center	$0.40	$0.20
5	4-pint Heavy Tin Double Lid I. C. Moulds, wired at center (smoked slightly on outside)	.50	.25
6	Milk or Cream Strainers, 10⅛x6x3¾ (smoked slightly)	...	.25
2	Milk or Cream Strainers, 13⅛x5⅛x		
1	Milk or Cream Strainer, 13⅛x5⅛x		
2	Milk or Cream Strainers, 11¼x5x6 in. (smoked slightly), for use with cloth only	...	.15

BREAD PANS.

48	Only, Square Quaker Pans, sizes ranging from 8x8½ to 8⅞x8⅞x2¾, per dozen		.50
32	Tin Bread Pans, 8¼x8¼x2½, per dozen		1.00
4	Pans, 10¾x5¼x3 inches Deep Oval Bread Pans, Strapped in 4's	2.20	1.20
17	Only, 20¾x10¾x1 New Russia Iron Counter Pans	5.00	2.50
3	Only, 10¼x6½x2¾ New Tin Bread Pans, strapped in threes	2.60	1.60
56	Only, 22½x10¼x1 New Russia Iron Counter Pans	5.00	2.50
92	Only, 11½x8¾x2 Iron Bread Pans, strapped in 2s, second-hand	2.25	1.00
62	Only, No. 018, 17¼x4¼x3¼ Extra Heavy Tin Sandwich Pans; new	3.55	2.70
56	Pans, No. 14, 11¼x7¼x2¾ inches, Russia Iron Bread Pans	3.00	1.75
25	Pans, 11½x7½x2 Tin B. Pans with handle (smoked slightly)	1.35	.80
100	Pans, 11½x8½x2 Light Weight Tin Bread Pans with handles	1.10	.60
42	Pans, 16½x5¾x4 Slight Slant Pullman Pans without lids	6.00	3.75
	Above pans furnished with lids at	...	4.75
8	Pans, 8¾x8¾x2 Light Weight Tin Bread Pans	1.25	.85

PATTY PANS OR MUFFIN PANS.

51	Doz. 2¾x2⅞x⅞ in. deep Boston Squares, Round Bottom, Jelly or Patty Pans	.15	.10
2	Frames, 12 to Frame 2¾x1½ deep, Special Drop Cake Pans, Second Hand, per dozen	5.00	2.50
1	Dozen 8-inch Medium Pie Pans Second Hand, per dozen	.35	.15
22	Only, 4-inch Scalloped Round Patty Pans, per doz.	.30	.15

PAPER CUTTERS.

Fastens under counter or shelf (Piqua-Japanned).

6	Holds 6-in. rolls of paper, each.	$0.50	$0.25
2	Holds 9-in. rolls of paper, each.	.50	.25
8	Holds 12-in. rolls of paper, each.	.75	.35
2	Holds 15-in. rolls of paper, each.	1.00	.50
3	Holds 18-in. rolls of paper, each.	1.00	.50
4	Holds 20-in. rolls of paper, each.	1.00	.50
2	Holds 24-in. rolls of paper, each.	1.00	.50
1	Holds 36-in. rolls of paper, each.	1.10	.55

CAKE AND PIE PANS, ETC.

22	Large Square Cake Pans, 7x7x1, per doz.		1.00
22	7-inch Ecko Layer Jelly Cake Pans, each		.04
15	No. 40, Angel Food Cake Pans, each		.02
26	5-qt. Turban or Turk Head Cake Moulds, 10½x3¾ inches	2.50	1.25
24	4-qt. Turban or Turk Head Cake Moulds, 10x3½ inches	2.35	1.15
24	3-qt. Turban or Turk Head Cake Moulds, 9¼x3 inches	2.00	1.00
54	2-qt. Turban or Turk Head Cake Moulds, deep, 8x3¼ inches	1.75	.90
118	Pans, 7 in. dia., ⅝ in. deep, shallow Jelly Cake Pans	.20	.10
148	Pans, 7½x1½ inches deep Mountain Cake Pans	$0.50	$0.30
43	Only, No. 40, Angel Food Pans, 6 in. dia., 2 in. deep, second hand	1.40	.75
2	Only, Square Angel Food Pans, 8x 8x3, second hand	2.50	1.20
36	Only, 9½ in. diameter, 2 in. deep, Round Sponge Cake Moulds with tubes, per doz	1.50	.80

CAKE CUTTERS.

10	3¾-inch Round Scallop Cake Cutters, each	.25
2	3-inch Round Scallop Cake Cutters, each	.20
1	2-inch Plain Round Cooky Cutter	.15
1	3¼-inch Plain, Round Cooky Cutter	.05
1	3½-inch diameter Shamrock Cooky Cutter	.15
1	3½x3½ in. Plain Heart Cooky Cutter	.15
1	2½x3 in. Scalloped Heart Cooky Cutter	.10
1	5½x4¼ in. Rabbit Cooky Cutter	.15

OVENS.

1	120-loaf Perfection Oven tile shelf good as new	$227.00	$175.00
1	Only, No. 217 New Blodgett 4-shelf oven, capacity 64 loaves, tile shelves		175.00

MISCELLANEOUS.
(Second Hand)

1	Wood Rack, 26x53 in., with fine wire shelves		1.00
1	Only, 20-inch Rolling Pin, stationary handle	.90	.50
1	18-inch, second hand Gas Candy Furnace, new price, $19.50. Price for quick sale		10.00

CLASSIFIED ADVERTISEMENTS.

Rate—Three cents per word, each insertion, **where** mail or replies are directed to our care, **requiring** forwarding postage. Two cents per word, **each** insertion where direct address is used.

Attention, Bakers! We sell patent brick bake ovens that can be moved. Cash or time terms. Satisfaction guaranteed. Send for catalogue. Middleby-Marshall Oven Co., 600 S. Sixth Street, St. Louis, Mo. tf

For Sale—A good wholesale and retail bakery, doing a business of $3,500 a month. Reason for selling, brother in France. A good buy for a live wire. Unless you mean business do not answer. Busy Bee Baking Co., Drumright, Okla.

For Sale—80-loaf Blodgett Oven, in good repair. Cheap. Crated for shipment at Albuquerque, N. M. Address Florence Richardson, 27 East 4th St., Oklahoma City, Okla.

For Sale—The Peerless Bakery. Good location, county seat of 3,500 population. Restaurant in connection. $20,000 annual business. Price, $2,000. Address W. D. Nauheim, Holton, Kans.

For Trade—Improved 80 acres to trade for bakery in good town. Write owner, Henry Lachmund, Cabool, Mo. Route 3.

NEW AND MISCELLANEOUS ITEMS.

Received too late to list in General Catalogue.

Mustard—1-gallon jugs $0.85

Worcestershire Style Table Sauce,
12-oz., per dozen 1.25
1-gallon jugs 1.50

Catsup—In jugs only, each ..... Out of

Packing Can Liners—Heavy cardboard, paraffined on both sides, to fit 20-qt. cans shown on page 233 of Tool Catalog.
In 1,000 lots $50.00
In bundle of 500 ..... 26.00
In bundle of 50 ..... 3.50

Chair Back Covers—White duck only, with name in red letters.

	Per doz.
With name	$6.45
Without name	6.10

No. 12S Peanut Fryer 12 in. dia., 5½ in. deep with basket, will cook 6 lbs. of shelled peanuts and has hanger to drain grease back in fryer, price complete $3.50

No. 1. Electric Drink Mixer with non-detachable mixing arm 15.50

No. 2. Electric Drink Mixer with detachable mixing arm 18.00

Extra Agitators, each 1.25

Round Crimped Paper Baking Cups, 2¾ in. top dia., 2 in. bottom dia., 1 in. deep. The cup cakes are baked and sold in this paper cup. Packed 1,000 to the box, per 1,000 ..... 3.00

Pie Markers to mark the top of your 8, 9 and 10 in. pies into 5 equal parts, each ..... .65

Pie Markers to mark the top of your 8, 9 and 10 in. pies into 6 equal parts, each ..... .75

Seven Star Cookie Machines, drops plain round, oval and square cookies without any hole in them. Price, with two cutters state kind of cutters wanted, each 6.00

The following cutters can be furnished at extra cost:

No. 233, makes 3½ to 4 in. dia. Round Cookie; each 2.20

No. 501, makes 3½ inch in dia. Oval Cookie; each 2.20

18-in. Depositing Pans used when making doughnuts with the Little Wonder Machine; fits our regular 18-in. Cruller Fryer; price, each 2.00

BUTTERMILK COOLER

No. 13 1½-gal. capacity, each $20.00

COLORED TWINE.

Red Twine, in balls only, per lb 1.00

Fancy Brass Ball Twine Holders—Useful as well as ornamental. Special price, each $1.00

To the Trade--

DESTROY all previous issues of the MONTHLY PRICE LIST. Prices IN ALL former issues, if different from herein, are void.

WRITE FOR OUR ILLUSTRATED CATALOGUE, ALWAYS KEEP THE ILLUSTRATED CATALOGUE FOR REFERENCE.

DO NOT TEAR PICTURES or PAGES from ILLUSTRATED CATALOGUE to describe what you want. Give measurements in inches (top, bottom and depth) of pans and tools wanted, so no errors need occur.

QUALITY.

QUALITY in any kind of goods should be the FIRST CONSIDERATION. WE ARE MANUFACTURERS and are therefore in a position to KNOW WHAT WE ARE SHIPPING YOU. We use the BEST MATERIALS for all our products. We offer you HONEST VALUES and do not need to rely on another's word as to the strength or purity of products, because "WE MAKE THEM OURSELVES." EXPERIENCED, COMPETENT men are in charge of each department. A TRIAL OF OUR GOODS will convince you of THEIR MERIT.

REFERENCES.

Unless you are known to us much time can be saved when ordering if REFERENCES ARE FURNISHED. Remittances SHOULD BE SENT WITH THE ORDER unless such references are given as will insure no delay in filling it.

C. O. D. SHIPMENTS.

We DO NOT SHIP C. O. D. unless enough in advance is paid to cover freight or express both ways, so that the carrying charges will not be our loss IF FOR ANY REASON the goods are not taken on arrival. $3.00 or $4.00 should therefore be sent with an order that is expected to be paid on delivery.

DISCOUNTS.

The PRICES IN THIS MONTHLY PRICE LIST are subject to 1 per cent for cash in 10 days.

TERMS.

THIRTY DAYS will be given to those whose references are satisfactory, or who are satisfactorily rated by either Dun or Bradstreet.

When in the city please call and see us. We will take great pleasure in showing the best equipped factory and the largest stock in our line this side of New York.

We will also be glad to hear from any of our trade in the way of suggestions for the betterment of our mutual interests. To supply your every need with the best obtainable is our desire.

TRY OUR GOODS. If satisfied, TELL YOUR NEIGHBOR. If not, tell us.

All prices in this PRICE LIST are SUBJECT TO CHANGE without notice.

THE S. W. NOGGLE COMPANY,
Long Distance Telephones:
Home, Main 2699; Bell, Grand 1945.
KANSAS CITY, MO.

RESPONSIBILITIES OF PARTNERS.

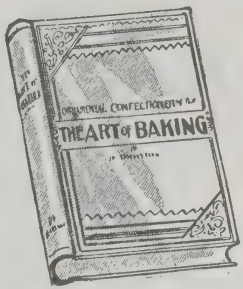
Partnerships are responsible for purchases of the individuals of the partnership for all goods such as are used in the business, as well as goods purchased by the partnership collectively.

In case of separation, each member of a partnership is individually responsible for all the unpaid bills of the business until settled.

When dissolving, don't leave unpaid bills for either partner to pay, nor arrange for each to pay half. Each is liable for all.

Partnerships legally remain in force as regards outside parties doing business with them until such parties have been notified of separation, the usual form of notification being in writing.

All partnership members should observe the above to protect their individual interests.



Books for the Trade

Bakers, Confectioners, Candy Makers and Fountain Dispensers, particularly those who are newly starting in business, will find a good book of instructions and standard recipes indispensable to their success. You can't know too much about your business, and the books listed below are worth many times their cost. Sent separately, or with order for other goods.

Laskowski's Art of Baking—Recognized as a standard authority on mixtures of bakery products. Bound in Morocco.
Price, postpaid $2.10

"Rigby's Reliable Candy Teacher"—With complete Soda, Ice Cream and Sherbet Sections. Over 700 recipes.
Price, postpaid $2.00

Noggle's Candy Maker's Guide—Good for beginners, helpful to experts. Full instructions for "homemade" candies. Also recipes for ice cream.
Price, postpaid $1.60

Noggle's Practical Confectioner—A little book with a big lot of information in it. Costs a trifle.
Price, postpaid $0.54

Are You Using

Red Star

COMPRESSED

Yeast

If Not Try It

Purest—Most Wholesome—Strongest

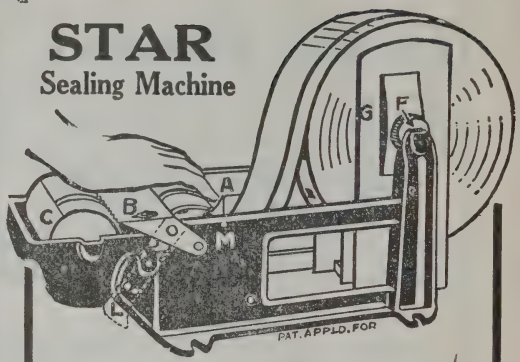
Makes a Salable, Pleasing-to-the-Taste Loaf

Prices quoted on standing orders according to amount ordered per week. Due to increased manufacturing costs we have dispensed with free samples.

RED STAR COMPRESSED YEAST CO.

KANSAS CITY, MO., BRANCH
1414 Wyandotte St.
OKLAHOMA CITY, OKLA., BRANCH
719 No. Hudson St.

STAR
Sealing Machine



An indispensable device for users of gum tape. Sets on counter—takes up very little space. Has brass sanitary roller that moistens the tape. Holds any size tape up to 3 inches wide.

Price of Machine - -	$5.00
1-2 in. tape roll - - -	.20
3-4 in. tape roll - - -	.35
1 in. tape roll - - -	.45

Brown tape only kept in stock.
Tape 10% less in 10 roll lots.

The S. W. Noggle Company
Kansas City, Mo.

Bakers Bowls

Scarcity of wood will compel bakers to get into the use of

STEEL BOWLS.

They are cheaper now than wood. They will outlast wood many years. Order one next time. For prices and sizes, see page 35 of our Tool Catalogue.

The S. W. Noggle Co.
Kansas City

'Double Quick' Insect Powder

Kills 'em quick, hence the name. Cockroaches, lice, moth, ants, flies, mosquitoes, gnats, bed bugs and **OVEN LICE.**

1 large Bellows, 23 in. over all	$2.50
Sold only with 5 and 10-lb. pkgs.	
Powder, 10-lb. pkg.	$12.50
5-lb. pkg.	6.50
Trial pkg.	1.00

NOGGLE Sells It

Baskets and Boxes

Help to Sanitary Handling of Food Products

Bakers will find our line of these goods complete and satisfactory in every way. We carry in stock everything in Boxes from a 10-bushel steel shipping box down to the 2-dozen-loaf size corrugated paper box. Also Baskets of every kind and size. See Tool Catalogue for description and prices.

The S. W. Noggle Co.
Kansas City, Mo.

YOU NEED THIS-

NOGGLE SELLS IT

Fig. 84002.

New Style Crushed Fruit Bowl.
(No. 843.)

Capacity, 2 quarts. Takes up very little space on counter. Only 6½ inches wide by 7 inches high. Nickel-plated hinged cover with support for ladle.

Price, each $2.50

Noggle's

1919 Ice Cream Can and Tub Prices

FLAT BOTTOM ICE CREAM CANS

1-quart size	Each	$1.00
2-quart size	Each	1.25
3-quart size	Each	1.40
4-quart size	Each	1.55
6-quart size	Each	1.80
8-quart size	Each	2.00
12-quart size	Each	2.20
16-quart size	Each	2.50
20-quart size	Each	3.20
30-quart size	Each	4.00
40-quart size	Each	5.40

HEAVY PACKING TUBS

1-quart size	Each	$1.10
2-quart size	Each	1.30
3-quart size	Each	1.60
4-quart size	Each	2.15
6-quart size	Each	2.60
8-quart size	Each	3.30
12-quart size	Each	4.00
20-quart size	Each	6.00

On orders of $50.00 to $100.00—5 per cent discount.
On orders of $100.00 or over—10 per cent discount.

The S. W. Noggle Company
Kansas City, Mo.

Paper Cup-Cake Baking Cups

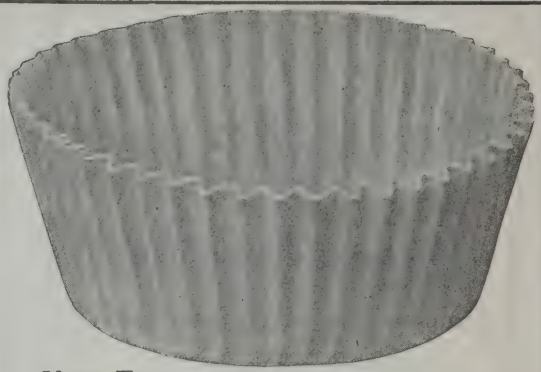
Useful - Sanitary - Economical

Made of Special Heavyweight Wax Paper

The cup-cakes are baked and sold in these paper cups. No pans to grease or clean. A very sanitary and economical cup-cake that your trade will be pleased with. 2¾ inches diameter at the top; 2 inches diameter at bottom; 1 inch deep. Packed 1000 to box.

Price, Per 1000, $2.00

No order taken for less than 1000



Order Now From

THE S. W. NOGGLE CO., Kansas City, Mo.

The House of Quality and Service

Extracts Flavors

No baker's stock of supplies is complete without the

Noggle Line of Extracts, Flavors, Colors, Oils, Etc.

Our Extracts and Flavors are made with special view to giving a fine and finished flavor to all oven goods.

If unacquainted with this line of our goods, order a sample lot and test them for yourself. You will find them described fully in the Price List pages of the Bull Dog.

The S. W. Noggle Company, Kansas City, Mo.

Soda Fountains and Supplies

RIGHT NOW is the time to go over your equipment and replace all shortages. Remember, we carry a complete line of Wire Furniture, Tables and Chairs, Crushed Fruit Bowls, Chocolate Pots, Soda Spoons, Fruit Ladles, Soda Glasses and Holders, Sundae Cups, Banana Splits, Straw Holders, Ice Cream Dishers, Syrup Bottles, Serving Trays, Ice Scoops, Menu Holders, Syrup Percolators, Milk and Lemonade Shakers, Tumbler Brushes, Lemon Squeezers, Ice Picks, Square End Spoons, Etc.

Ask for quotations on any outfitting you need.

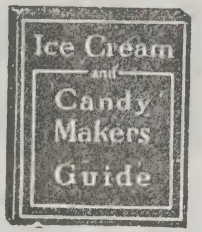
S. W. NOGGLE COMPANY, Kansas City

Needle Point Ice Chipper

This is a handy tool for the ice cream worker. A little pushing stroke at proper angle will furnish a tub of ice in two minutes. Does not scatter. Length 9¼ inches; made of tinned iron with steel points. Wood handle.

Price, each 35c

The S. W. Noggle Co.
KANSAS CITY, MO.



A Book You'll Need

The Ice Cream Season is Coming. **Next in importance to having a complete assortment of tools and materials for making creams, is a book of recipes that tells you how to make all the most desirable and best selling kinds.**

Noggle's Ice Cream Guide will be a help to you. A lot of good candy recipes thrown in for good measure. Price only $1.60 postpaid.

When shipped with other goods, $1.50.

The S. W. Noggle Co.
Kansas City, Mo.

FLA-KO

A Chocolate Icing Paste.

Equally good for icing cakes, flavoring creams or filling pies.

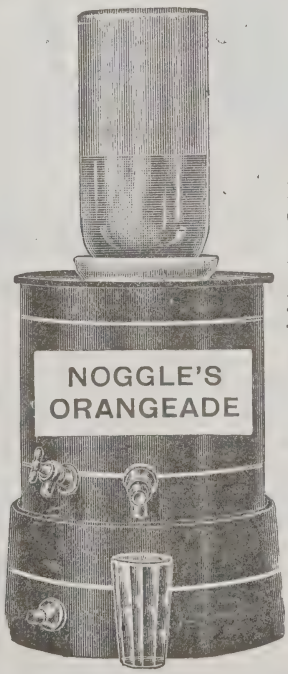
Always Ready for Use.

This paste comes in soft form, and will prove a great convenience and time-saver, as the color and flavor are in the paste.

Its price, 30 cents a pound, will readily commend it to bakers.

Put up only in 5 and 10 pound cans. Full directions for use with each can. Give it a trial.

THE S. W. NOGGLE CO.
KANSAS CITY, MO.



The Drink that Satisfies

NOGGLE'S ORANGEADE is a trade builder for your fountain—ready to serve with only water added—a big profit yielder. Start it early in the season, and you'll be well pleased with results.

See Bull Dog, page 24, for prices.

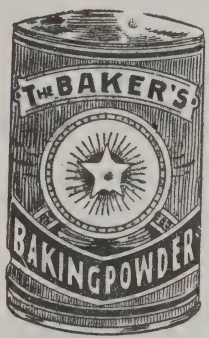
"11 COME 11"

If it's **LEAVENING** you want, you need **OUR**

Special Baking Powder

Works only when the heat strikes it—will stand in the dough for hours.

Price, 13c per lb. in 5-lb. cans.
In 120-lb. cases, 10c per lb.



OUR STAR BAKING POWDER

Is similar to **Baker's Special,** but made from different materials, and is worth the difference.

In 5-lb. cans .....17c per lb.
In 60-lb. cases .....15½c per lb.

IF IT IS PRICE YOU WANT

ZACAPA BAKING POWDER works similar to the above-mentioned brands.

In 5-lb. cans. . .....11c per lb.
In 60-lb. cases. . .....10c per lb.

Zacapa is the best Baking Powder made for the price.

Z
ACAPA

All our Baking Powders are guaranteed. They have been 20 years on the market amongst practical bakers. You take no chance when dealing with the **Noggle House.** Money back if not satisfied.

THE S. W. NOGGLE COMPANY

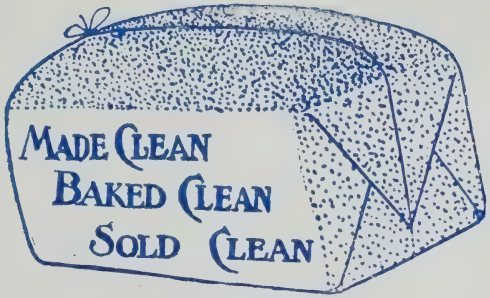
Biggest Bakers' Supply House in the United States.
Publishers of "The Bull Dog"—the Bakers' Trade Journal.

THE BULL DOG

Printed Wax Bread Wrappers

ADDITIONAL SIZES—REVISED PRICES.

THE BREAD OF QUALITY



MADE BY

Elite Cafe & Bakery

Phone 764

DESIGN 91 THE S. W. NOGGLE CO. KANSAS CITY MO ANY WORDING DESIRED.

We are prepared to fill your orders for printed, waxed wrappers, promptly. Samples of paper and designs sent on request.

Dry-waxed paper—not self-sealing.

	12x16	13x16	13x17	13x18	14x16	14x18	14x20	15x18	15x20	15x22	16x26
Single Thousand ..	$4.25	$4.40	$4.55	$4.65	$4.50	$4.75	$5.00	$4.90	$5.15	$5.30	$6.25
2,000 to 4,000 ...	3.60	3.75	3.90	4.00	3.85	4.10	4.40	4.30	4.75	4.90	5.85
5,000 to 9,000 ...	3.25	3.45	3.60	3.70	3.55	3.80	4.10	4.00	4.50	4.65	5.60
10,000 to 24,000 ...	3.10	3.30	3.45	3.55	3.40	3.65	4.00	3.90	4.40	4.55	5.50
25,000 to 49,000 ...	3.00	3.20	3.35	3.45	3.30	3.55	3.90	3.80	4.30	4.45	5.40
50,000 and upward.	2.90	3.15	3.30	3.40	3.25	3.50	3.85	3.75	4.25	4.40	5.35

Quantity prices apply to the number ordered in each size, design or color of ink, and not quantities made up of different sizes, designs or colors, and are printed in blue, red or black ink from our stock or type designs. Ask for price on special designs.

When ordering be sure to state: How many wanted. Size wanted. Color ink to use. Design wanted. Exact wording wanted. If ounces are wanted, give number for each size.

The S. W. Noggle Co., Kansas City, Mo.

BIGGEST BAKERS' SUPPLY HOUSE IN THE UNITED STATES

THE BULL-DOG

3 0112 062049348

A Better Loaf
A Bigger Profit

Quality, that will please your trade, lessened cost of production that will please you—both of these are assured to purchasers of the

Noggle Perfection Dough Mixer

Made in sizes to suit the needs of any bake shop.
Testimonials from scores of satisfied users sent on request.

The S. W. Noggle Co.

The Quality Supply House of the West. **Kansas City, Mo.**

338.05 658.05
B2H0 NOG

THE BULL DOG

Devoted to the Interests of
BAKERS, CONFECTIONERS, ICE CREAM MAKERS AND SODA WATER DISPENSERS

Vol. 9 APRIL, 1919 No. 7

Published Monthly by
The S. W. Noggle Wholesale and Manufacturing Co.
SIXTEENTH STREET AND BALTIMORE AVENUE, KANSAS CITY, MO.

THE BULL DOG

START THE SEASON WITH

A Bilt-Rite Quality Fountain

You PAY no more for a Bilt-Rite —but you GET more.

6-ft. Elgin Back Bar and Front of 6-ft. Baltimore Interior and Counter.

This outfit, one of several "Bilt-Rite" Patterns we carry in stock, is one of the biggest values we offer in Fountains. It is complete in itself, and can meet the demand of a heavy trade. It cannot do what an 8 or 10 foot size will do, but it cannot be equaled as a money-maker in size for the price.

Built of oak with colored art glass panels and handsome mirror and electrolier, makes this back bar a beauty. Fountain outfit can be furnished with one or two draft arms, as desired. You have, in six feet, all the essentials of a full-grown Fountain—six syrup pumps, four crushed fruit bowls, one ice cream packer, plenty of work-board and a sink.

We carry a complete line, from the smallest outfit to the most elaborate. Ask for special Soda Fountain folder.

The S. W. Noggle Company

KANSAS CITY, MO.

The Bull Dog

—Trade-Mark, Registered—

Published Monthly By
THE S. W. NOGGLE WHOLESALE & MANUFACTURING COMPANY
Sixteenth St. and Baltimore Ave., Gateway Station, Kansas City, Missouri

Devoted to the Interests of
The Baker, the Confectioner, the Ice Cream Maker and the Soda Fountain Dispenser
Subscription, Free to the Trade; to All Others, 10c a Copy; $1.00 a Year.

Please address all correspondence regarding this publication to
EDITOR, THE BULL DOG,
Care S. W. Noggle Wholesale and Manufacturing Company, Gateway Station, Kansas City, Mo.

Vol. IX APRIL 1919 No. 7

MORAL BRAVERY.

It takes courage to say what you know to be right,
When the saying it hurts or offends;
It takes courage to wage an unpopular fight,
When it costs you prestige or friends.

It takes courage to do what is upright and fair,
When against your own interest or aim;
It takes courage to labor and do your full share,
When you get nothing for it but blame.

It takes courage to always be honest and true,
In the midst of deceit and of wrong;
When you're tempted to do what the other folks do,
And thus drift into guilt with the throng.

—LeRoy Huron Kelsey.

—N-O-G-G-L-E—

"SAVE YOUR SPIT."

It was told by some one, when the subject of tobacco came up once, that Mahomet was walking alone in a desert and noticed at his feet a snake stiff with cold—too cold to crawl, too stiff to sting. Now Mahomet was a kindly old sport, you know, and he picked up Snakesey and placed him in his bosom and warmed him up.

Whereupon his Snakeslet said (you know snakes talked in those days): "I am extremely grateful to thee for the warmth thou hast given me-eth, but since I am a viper, I must sting thee," and without further ceremony he did, then and there, with malice a-forethought, pierce Mahomet on his croquet paw.

Mahomet threw down the snake (strange to say), and sucked the poison from the sting, and **spat—good** and **plenty,** one big spit on the ground.

And then and there on said same ground started the growth of the tobacco plant. That is why tobacco has some sting—also where it gets the **spit.**

Now, when some American read this Mahomet tobacco-snake-story, he looked up and found tobacco was an American discovery, and spoiled the whole bloody thing—tobacco, spit and all.

We repeat it here to show you how careful you must be when telling "stories." You are often checked up when least expected, and you might leave an impression that would hurt your reputation.

We caution you, therefore, when telling tales to go even further back and away from home than this Mahomet fellow did, if you want to "put one over." Better, still, stick to the facts. You don't have to suck the poison out of a true story, and you can **"save your spit."**

—N-O-G-G-L-E—

DON'T GO BACK.

No baker can henceforth be a real business man who returns to the practices of pre-war days. Only the foolish and short-sighted will ever go back to the evil times of cutting prices, taking back stales, and other questionable methods of securing trade. Stand fast! The lessons you learned under Food Regulations and Restrictions were too valuable to be thrown aside.

—N-O-G-G-L-E—

Appreciation doesn't cost any one a cent. Learn to say "Thank you" and be sure to say it with a smile and mean it.—T. P. A. Magazine.

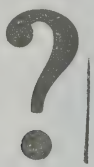
THE THRIFT HABIT.

It ain't a senseless hoardin'
Nor stinting of our need,
But efficiency in spendin'
That should become our creed.

It ain't some money set aside
On impulse once awhile,
But steady savin' day by day
That builds the solid pile.

—S. V. Perlman.

—N-O-G-G-L-E—



WHY?

With seriously sick and injured on everdy hand, you don't call a consultation of medical and surgical experts from the four corners of the earth, and then sit down and wait for them "to talk it over"—**First aid is given,** and given quick.

When your house is burning, you don't sit down and write your insurance company about the way you want your next policy to read—you call the fire department!

Why not succor and give peace to starving Europe **now?** Discussion of world-policy after!

—N-O-G-G-L-E—

WHAT SOME MILLERS ARE DOING.

In a recent issue of the Bull Dog mention was made of the plan inaugurated by department stores and big grocers to give "demonstrations" in baking bread, with a view to teaching the housewife the proper way to bake, and save the profit paid to bakers. Investigation shows that certain flour mills are behind the scheme, furnishing the materials and paying all expenses, for the sake of advertising the product of their mills. They go so far as to openly advertise, "Why pay the baker big profits?"

Bakers should be on the look-out for these kind of milling concerns and pass them up when placing orders for their own needs.

A trade paper puts the situation up like this:

"Supposing a baker had both flour and bread to sell his customers. Supposing he advertised to the housewife that it was cheaper and better for her to buy her bread from him than to bake it. In the other department of his business he advertises that the housewife should buy her flour from him and do her own baking, and if she did not know how to bake she should come into his shop and be taught the scientific art of baking good bread.

"If this sounds strange or confusing, take a look at the miller above described and that is just what he is doing. Trying to sell the baker flour so the baker can win the housewife trade, and then sell the grocer flour and give him help to sell it to the housewife so she can do her own baking and free herself from the baker."

—N-O-G-G-L-E—

"SATISFACTION."

Satisfaction is a long word in spelling, and a strong word in trade matters. Give your customer satisfaction and he will in all probability become a steady, life-long patron. Fail to please him, or her, by giving slip-shod service or poor quality of goods, and you are not far from the start on the toboggan that leads to the bottom of the hill—and the end of your business career.

Study your customers, try to learn their peculiarities and needs—and then, if possible, satisfy them.

—N-O-G-G-L-E—

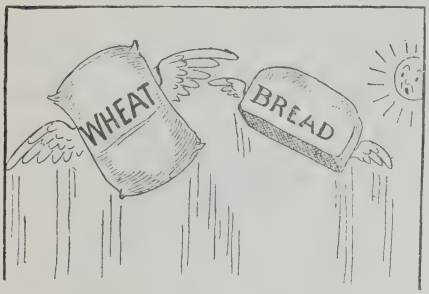
QUITE A "BIT" NEEDED YET.

Secretary of the Treasury Glass, has said that the April issue of Liberty Bonds probably will go to ten billion dollars, which is nearly double what has been anticipated. The baking industry, however, undoubtedly will meet the situation in the same spirit in which it has met the other trying ordeals throughout the war, and to the limit of its ability aid in buying bonds that the cost of war may be satisfactorily met.

—N-O-G-G-L-E—

THE TRUTH IN FEW WORDS.

The League
Quiz
Is Halting
Biz.



NO LOWERING OF BREAD PRICES, YET.

As will be noted from the statement of the U. S. Grain Corporation, published on another page of this issue, there is no immediate prospect of the price of wheat being lowered. It was thought for a while that wheat would sell at the foreign market price (recently quoted at $1.35 a bushel) and the Government, with the billion dollar appropriation by Congress, would make up the difference between that price at the $2.26 which is guaranteed the farmer until July 1, 1920, and this would give the miller cheaper wheat and the baker cheaper flour and the consumer cheaper bread.

But now comes word from Mr. Hoover that the needs of Europe for food are more urgent than ever, during any period since the war began, and he says that America must supply this need until after next harvest, and maybe a second harvest.

Living conditions all over the Eastern Hemisphere are beyond description, and the cry for food is becoming more insistent every day. Under these circumstances, which threaten to overthrow the social and business life of the world, it is up to America to divide her food supplies, and consequently pay higher living costs herself.

Lay these facts before your customers —tell them why prices of bakery products must continue high.

—N-O-G-G-L-E—

"V"

THE FIFTH AND LAST.

The new Liberty Loan that is to start April 21, will be the fifth that the American government has "floated" to meet the war expenses. It will be advertised by a blue "V" on a field of white surrounded by a red border. The "V" signifies the number of the loan and "Victory." You will be ready, of course, to take your full share of these bonds. It is the last call of this kind.

BAKERY DEVELOPMENT.

During the scarcity of sugar last year some bakers throughout the country put in factory cookies, and some are still selling them.

How on earth can you build up or develop a business if you offer factory goods instead of your own home-made goods?

Don't you know the cake and pie eaters of your town give you their trade because they want fresh made goods? **Your** goods? Do you think you can hold their business if they learn you are selling them factory cakes?

Why not develop your own products? Why help the big cracker factories to sell their shelf goods? Housewives want fresh-made cakes, cookies, pies and bread. They buy it from you "over the counter" and carry it home because your goods are fresh and nearer home-made. Why not live up to your name of "baker" and bake—bake spelled with big letters, B-A-K-E?

—N-O-G-G-L-E—

HOW TO GET PIE-PROFIT.

Bake shop and restaurant men report the cost of pies steadily rising, due to the high price of most fruits. The use of Noggle's Pie Filling Powders (lemon, orange, chocolate, custard, cream, strawberry cream, pineapple cream and cherry cream) will give you a line of quality pies at a low cost—leaving you a nice profit. Now get wise to the use of these powders—full directions with each package—no spoilage or waste, as in fruits.

—N-O-G-G-L-E—

HOT CROSS BUN MATERIALS.

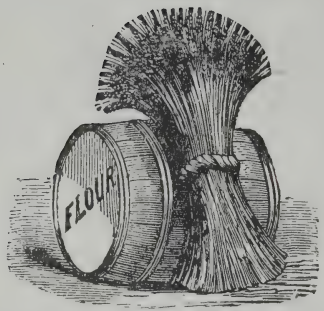
To make high-class Hot Cross Buns you must use high-grade materials—such as the Noggle line of Spices, Mace, Cinnamon, Citron, Orange and Lemon Peel, Currants, Powdered Milk, Salt, etc. If you have not a sufficient supply of these to carry you through the Easter week, ending April 20th, send us your order at once.

—N-O-G-G-L-E—

"Get up, Maria," the poet said one night to his sleeping wife. "Get up and strike a light. I have just thought of a good word." "Get up yourself," replied the indignant Maria, "I have just thought of a bad one."

—N-O-G-G-L-E—

Don't wait until June 30th to buy a soda fountain—the country goes dry July 1st. Be ready—ask Noggle.



U. S. GRAIN CORPORATION ISSUES STATEMENT.

Washington, March 20, 1919.

To the American Bakers:

"There is very evident a lack of appreciation in America, fortunate as it is in ample food stocks, of the total exhaustion of food stocks and of the machinery of production in Europe. The statistical figures of wheat stocks in Argentina and Australia would be misleading without knowledge of the limitations by port and ocean transportation which still limit the shipments they can make even from those stocks.

"There has apparently also developed a larger and more urgent food need abroad than at one time seemed possible; in fact, no one who has not seen at first-hand the reports of food conditions of countries in Europe, particularly the newly established small countries and our smaller Allies, can realize how bare they have been swept of last year's crops. We must help them, and America, with its shorter ocean voyage, is still the great saver of ocean transportation, which still remains apparently inadequate for its full duty.

"As to the American wheat situation. The Grain Corporation acts only as buying agency for the Government to protect the guaranteed price on wheat, and as the agent for shipping of food in relief programs abroad. Stocks of wheat accumulated under protection of the guaranty during the crop pressure now prove to be the only readily available reservoir for milling needs to draw upon; within the last six weeks the Grain Corporation has re-sold to the millers, from its various offices, over 30,000,000 bushels of wheat. In spite of a good premium, and in spite of premiums paid the farmer above the Government price, farm movements continue light, and may indicate lighter farm reserves than generally conceived.

"Maximum prices for flour and food maintained on mills last fall were released soon after the armistice, and the Food Administration does not attempt, and has no effective power, to control the price of flour in this country, but would use any means at its disposal to prevent profiteering or undue inflation in price.

"It is very evident, however, that the supply and demand situation at present, is such as to maintain wheat even above the Government guaranteed basis."

—N-O-G-G-L-E—

BY YOUR SIGN YOU ARE KNOWN.

How would this do for a window sign? Instead of

FRESH BREAD
8 AND 12 CENTS.

(showing you are a price-cutter, and have a poor estimate of your loaf) say this:

JONES' CREAM LOAF
—IT COSTS MORE
THAN SOME BREAD—
BUT IT IS WORTH IT.

—N-O-G-G-L-E—

THE BAKER'S PREDICAMENT.

With newspapers shouting for cheaper bread on one side, and the unions preparing higher wage schedules on the other, the baker is surely between the devil and the deep sea, and co-operation is needed, indeed, to meet the question in an intelligent and forceful manner so as to be satisfactory both to the employer and the man working for him.—Bakers' Weekly.

—N-O-G-G-L-E—

League of Nations
in
Nineteen Hundred and Twenty?

Lack of Rations
in
Starving Europe NOW!

QUALITY—SERVICE—PRICE.

These three outstanding points are the prime essentials of all successful merchandising. They dove-tail together and form an invincible line of attack or defense. All trade finds its "last analysis" in price—and if that is not sufficient to leave a net profit to the tradesman, he's just fooling away his time and capital.

The greatest aid to getting a price-with-a-profit is first, Quality, then Service, and the fair and profit-giving Price is a natural sequence.

Give the Quality—give the Service—charge the Price, that your years in business may be long and full of joy, and compensation for honest work honestly done—and paid for.

—N-O-G-G-L-E—

CO-OPERATION A VITAL NEED.

The country's prosperity as well as an early return to stable business conditions, depend upon the speedy assimilation of discharged soldiers, sailors, and war workers into Commerce and Industry. Rapid demobilization is creating a condition of unemployment that is considered to be serious to the country's interests, as shown by the reports issued by the Department of Labor.

The U. S. Employment Service through its 750 regular offices and 2,000 bureaus, is the great Federal agency through which the Government is seeking to place these discharged men. It is already placing in positions approximately 100,000 men a week, but to enable it to fully cope with the emergency, immediate co-operation on the part of the employers is necessary. The aim of this service is to give the employer exactly what he requires—to fit the man to the job, in the higher professions, in skilled trades and common labor fields.

Employers, therefore, are urged by the U. S. Employment Service to register their wants with their local U. S. Employment Service Office, at the earliest possible moment. In complete co-operation between employer and the Service, it is conceded, lies the only quick solution of the vital problem that now confronts the nation.

—N-O-G-G-L-E—

Better bread, bigger yield, more profit—that is what the use of Dry Milk Powder gives the baker who uses it.

FIGURE YOURSELF IN.

When making up the daily cost sheet of your shop be sure to add a sufficient amount to the expense bill for your own labor, or the time any other member of your family put into the making, selling or delivering of your bread. It is the only fair way to arrive at **all** the costs, and these are what you should have when the Government calls on you for a report.

—N-O-G-G-L-E—

KEEPS FRESH AND MOIST.

In these days when every one is looking for ways and means to economize and hold down expenses, bakers should not overlook "Moisto," the cold water icing product, made and sold by the Noggle House. It is a paste ready for immediate use, and makes an icing that keeps fresh and moist for days. It is indispensable in cake-making. Ask for free sample, or order a 5-pound can at 35 cents per pound.

—N-O-G-G-L-E—

THE BAKER'S OPPORTUNITY.

Flour is high; fuel is expensive; labor is scarce. These three facts, says Dr. Barnard, food commissioner of Indiana, properly used and properly emphasized by the baker ought to convince the housewife that bread baking in the home is expensive business. These conditions which came with the war but which may persist for years, gives the baker an opportunity he has never before had to take the bread business out of the home and put it into his shop.

—N-O-G-G-L-E—

Going to put in a new fountain this season? Write us for literature and prices on the "Bilt-Rite" line.

YOU SHOULD KEEP BOOKS.

Keeping accurate records of receipts and expenses, is not only a great help toward your making a success of your business, but it is the only safe course to pursue during the next few years, while the Government is getting money to pay the war taxes.

You cannot possibly make a correct income tax report unless you keep a daily record of your business transactions, and it is up to every manufacturer and retailer of goods to comply with this law or suffer severe penalties.

In order to help our customers meet this new obligation we have arranged with the publishers of an accounting system that is at once simple, but adequate for all ordinary needs. "Greenwood's Approved Business and Income Tax Record" will give you an inexpensive book in which to keep all your accounts for the entire year. There is space for each day's transactions for a period of fifty-two weeks, and you can begin it at any date you choose.

The important thing is to make a beginning, and then carry it through, and save yourself from any chance of a lot of grief with the Internal Revenue Collector.

The publisher's price of this book is $5.00. We have arranged to supply all Noggle House customers with a copy for $3.00, plus postage, unless ordered with other goods.

THE S. W. NOGGLE CO.,
Kansas City, Mo.

—N-O-G-G-L-E—

THE LOAF THAT REPEATS.

Milk in some form (dry milk powder is the most economical) in the bread mix will make a loaf that pleases your trade, and brings them back for more.

WORDS OF WISDOM.

Respectability is only "skin deep" with some folks.

The "best scenery" is the faces of our friends.

The man whom exerybody likes usually likes everybody—and does it first.

You may have the ability to start, but you're a failure if you can't finish.

Have the courage of your convictions, but don't "fight" everyone you meet.

It is said that capital gets its profit out of the last 15 per cent of the business—if there is that much left.

It is well, in times of peace, to "keep the chimney smoking."

Now and then it's a good plan to look back and see the direction we are traveling.

Handle the small problems well and some day you'll be able to handle the large ones.

"Educating the Housewife" is a good slogan for bakers, but "Educating the Baker" is a better one—and more needed in some respects.

Thrift is Power—Save and Have—Buy War Savings Stamps—Ben Franklin.

Try to become a quality baker, rather than a quantity baker—there will be more profit for you, and less work and worry.

Remember this: "Repeat orders come only from satisfied customers."

Texture, grain, bloom and flavor of loaf are all improved by the use of Dry Milk Powder.

Have you tried Ka-Flav? It is unexcelled for flavoring cakes of all kinds, and costs nearly half less than mace.

You can't go far if you don't keep fit!—Health Bulletin.

"The hopeless man is he who will not learn."

Ask us for quotations on a new fountain; we have the classiest line going out.

For The Bakeryman

ARE GETTING STARTED RIGHT.

Eugene Lipp, president of the Retail Merchant Bakers of America, has addressed a message to the trade, thanking the organization and individuals who recently at Chicago helped to make the first convention of the retail body the success it proved to be. The retailers have gotten the right start. If they only realized it, their members would enable them to make of this organization the most powerful trade body that has ever represented bakeries. We have pointed out before that the retailers coming daily into direct contact with the consuming public, have a great big advantage in their grasp, and that the public would prove sympathetic toward a national organization which would set the standards for the bakers who are both manufacturers and direct sellers to the people, of the things they make.—Bakers' Review.

—N-O-G-G-L-E—

IS ALMOST HERE.

"Good Friday" comes on April 18, this year. This is the date the baker turns out Hot Cross Buns (and the farmer plants his early potatoes). Do not overlook due preparations for this near-approaching event. Make it a day chuck full of business for your shop—by beginning days beforehand. Get your materials in hand, have plenty of pans, put up window cards, and let the public know that on Friday, April 18, you can supply a delicious Hot Cross Bun.

—N-O-G-G-L-E—

IT HELPS A LOT.

The finer-grain, richer-bloom, better-flavor loaf that every baker is trying to make can be boosted toward perfection by the use of Dry Milk Powder.

TRANS-MISSISSIPPI EXECUTIVE MEETING.

A meeting of the executive committee of the Trans-Mississippi Bakers' Association was held at the Planters Hotel in St. Louis, March 11 and 12. The date of the annual convention was finally agreed upon and fixed for June 3, 4 and 5, inclusive. St. Louis was chosen as the place, and the Planters Hotel was selected as the convention headquarters.

The committee went on record as being in favor of changing the name of the association to that of the Trans-Mississippi Association of the Baking Industry. The reason for this was that the Trans-Mississippi Association is purely a convention organization.

The following members of the Executive Committee were present: C. O. Schweickhardt, president Iowa State Association, Burlington, Ia.; E. B. Ransom, secretary Nebraska Association, Omaha, Neb.; G. L. Jordon, president Kansas Association, Topeka, Kan.; L. A. Firner, secretary Kansas Association, Topeka, Kan.; Louis Klein, president Missouri Association, Moberly, Mo.; Elmer Zimmerman, treasurer Trans-Mississippi Association, Hannibal, Mo.; Otis B. Durbin, secretary Trans-Mississippi Association, Kansas City, Mo.

—N-O-G-G-L-E—

FINDING THE LEAKS.

An adequate system of bookkeeping will help you find the leaks and other wasteful places in your business. Don't fail to start a system of accounting of **some kind.** It need not be elaborate or expensive. Just a simple setting down of expenses and receipts, if you can't do more at the start. And after you get a bookkeeping plan once started you'll wonder how you ever did business without it—the fact is, you didn't; you merely "guessed" how and where you were going. Uncle Sam will compel you to show your earnings. You must keep records of some kind.

—N-O-G-G-L-E—

TO HOLD JOINT MEETING.

The Master Bakers of Oklahoma and Arkansas will combine in an annual meeting at Fort Smith, Ark., on May 6, 7 and 8. This ought to afford a splendid opportunity for the baking trade of these two hustling states to get together and exchange ideas. Make your plans to go.

BAKING OVERSEAS.

Earl Shepherd, A. E. F., France, sends to the Bull Dog a picture of himself, with Dilley, formerly of Council Grove, and Schallom of St. Louis—three bakers who are doing doughnuts for Uncle Sam, overseas.

He sends a rough sketch of the army bakeshop and ovens, and says when he gets back to God's Country no one will ever hear a whimper out of him if his shop is not equipped just as it ought to be.

The shop he now works in is in a tent, and wood and water are carried a quarter of a mile. The ovens are outside, near the tent, and rain or shine the proofed bread is carried out to the ovens. The oven man wears rubber boots and raincoat, and the mud around the tent-shop and ovens has neither bottom nor color.

He says it is a great life, if one has a good, strong backbone; that he wouldn't take a million dollars for his experience, nor give a tinker's dam for another one like it, after he gets back home.

—N-O-G-G-L-E—

PIE FILLING POWDER.

Some of you bakers are overlooking a "big bet" by not making soft pies, and plenty of them. Why let your neighbor down the street get all that business, or why compel the housewife to bake her own soft pies?

Noggle's B-D Brand of Pie Filling Powders will solve your trouble. Ask for free sample of Noggle's Pineapple Cream pie filling—enough to make two or three pies—costs you nothing to try it, and if your trade likes 'em, then buy some. This free trial is just so much "velvet" to you.

—N-O-G-G-L-E—

BUILD ON QUALITY.

Dont' try to undersell the other bakers of your town, in order to sell more bread. Build your trade on quality, and it will last.

—N-O-G-G-L-E—

A big ice cream trade means a big cake trade—they go together. Get ready for both—ask Noggle.

PAN CLEANER.

What do you use as a pan cleaner? Can you cut the grease, or do you let it and the flour and the dough accumulate and in time (in a short time) burn out your pans?

Wyandotte Cleaner and Cleanser—a handful in a bucket of water, cuts the grease and dirt, makes cleaning easy, purifies and makes sanitary the pans for re-use. As a dish and glass cleanser it gives that crystal shine. All fancy places use it.

Boiler Cleaner—say, do you know that Wyandotte Cleaner and Cleanser is the best boiler compound made? Helps remove and keeps scales from boiler—all boilers get that way.

Buy Wyandotte C. and C. from Noggle. And thus use the best pan, dish, glass and boiler cleanser made. It will pay its cost several times over in a year.

—N-O-G-G-L-E—

DO YOU KNOW?

Do you know what it costs to operate your store?

Do you know what each department of your business is costing you per day, week, month, or year?

Do you know which departments or lines are profitable and which, if any, are not paying?

Do you know, beyond possibility of doubt, that selling prices cover expenses—and provide a fair margin of profit?

Do you know how your gross and net profits for this year compare with those of last year?

Do you know how big your stock is today, how much your gross profit was last week, how much your net profit was last month, the amount of your monthly expenses, and the percentages of these items?—Atlanta Retail Journal.

—N-O-G-G-L-E—

DAD PROBABLY KNEW FROM EXPERIENCE.

"Father," asked the inquisitive son, "What is a lawyer?"

"A lawyer? Well, my son, a lawyer is a man who gets two men to strip for a fight and then runs off with their clothes."

FOR THE BAKE SHOP.

Cheese Cake.

3 eggs or equivalent in egg powder
½ lb. sugar
4 oz. butter
13 oz. corn starch
1 lemon
1 lb. cheese.

Line a roll pan 18x24 with 3 lbs. Coffee Cake Dough. Take sugar and butter and cream until light. When light rub in corn starch. Whip eggs and stir them in. Mix grated lemons; add juice and grated rinds. Take cottage cheese and run through sieve. Stir all together and pour in your lined roll pan. Level with a palette knife; scatter a few small raisins over top and dust over with cinnamon. Bake in a brisk oven same as you would custard pie.

Cream Puffs.

1 qt. water
1 lb. lard
1¼ lbs. flour (Bread Flour)
18 or 20 eggs or egg powder equivalent
⅛ oz. ammonia.

Place water and lard on fire. See that lard is dissolved before it boils. When it comes to a boil stir in the flour (Bread Flour). Scald thoroughly and remove and start stirring in eggs while hot, a few at a time. Be careful and not get dough too soft as the bottoms will draw up. Drop on very slightly greased pans about the size of a large walnut about 20 on a pan. Bake in brisk oven. When cool run a knife through top and fill with whipped cream or fill them with custard. Same amount can be laid out for Ecclairs.

Butter Scotch Loaf Cake.

1 lb. sugar
14 oz. butter
6 eggs or egg powder equivalent
½ pt. molasses
½ pt. milk
1¾ lbs. flour
¾ oz. baking powder
Flavor with 1 spoon cinnamon
1 spoon mace

Rub sugar and butter together until light; add a few eggs at a time, then molasses. cinnamon and mace. Sieve flour and baking powder together and mix. Bake in home made pans lined with paper or oval shaped tins. Bake in a medium oven.

A Good Home-Made Loaf (Sponge).

Set sponge with 7 or 8 ounces compressed yeast, 3 gallons water, and sufficient strong patent flour (34 to 36 lb.). Beat this sponge well, and do not have it as stiff as a dough. Temperature should not be below 82 degrees F. Keep sponge well covered and away from draft. Allow sponge to drop once, and come up again, which should take about 3¼ to 3½ hours.

For dough add one gallon milk and 3 quarts more water (you can use ¾ lb. to 1 lb. milk powder instead of the fresh liquid milk, and take one gallon extra water, adding the dry milk to the flour. You also mix into the flour dry 16 to 18 ounces salt, 1 pound softened lard or compound (rub the shortening in same as for pie dough), and 1¼ pounds granulated or light brown sugar. Instead of the sugar you can use 10 ounces liquid malt extract or 8 ounces dry malt. Mix with sufficient flour (about 27 lb.) into a slack dough; temperature of dough to be at least 82 degrees. When dough is ready to break on top, push it down and fold over, and let rest for 20 minutes longer. Mould up into loaves and give not too high a proof in the pans and bake in a good solid heat. You can use a little winter patent (pastry flour) with the stronger flour for the dough, but not for sponge.

Boston Brown Bread.

25 qts. water
20 lbs. rye flour
20 lbs. yellow corn meal
20 lbs. Graham flour
8 oz. compressed yeast
1 lb. salt
1 lb. lard
1 lb. sugar
6 lbs. molasses
1 lb. baking soda

Method.—Mix the two flours with the corn meal and set sponge at 84 F., approximately. Use the ½ pound yeast and 12 quarts water for the sponge, adding sufficient to the mixed flour to set a soft sponge. Allow to ferment 1½ hours. Next add sugar, salt and molasses, mixed and dissolved prior in the remaining twelve and a half quarts of water; next add the lard. Mix the baking soda well with the remaining flour, and after the sponge is thoroughly broken down with the liquid add the flour and proceed to mix until smooth. Grease brown bread molds well, and then fill half full and steam for five hours. Allow to thoroughly cool before wrapping in waxed paper.

For The Confectioner

AND FOUNTAIN DISPENSER.

UNFAIR TAXES.

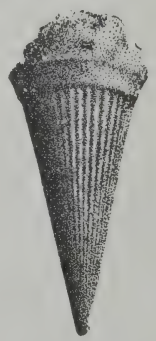
One of the penalties of the economic wastage of war is taxation. The heavy costs must be met by the people. But there is a clear line of demarcation between taxes that are just and those that are burdensome, discriminatory and unfair. No one industry more than another should be singled out for taxation just because the Government needs the money. Tax levies should be made with due regard for the ability of the industry or the individual to meet them.

A full share of taxation has been placed upon the carbonated beverage industry by the Federal Government. In fact the tax is higher than the extent of the business warrants, but like good citizens and patriots the members of the trade will do their full duty in discharging the obligation. But state and municipal law makers should take due notice that the industry is taxed to the limit and not attempt to impose unreasonable or impossible burdens when it is carrying as much as it can stand.

There is a tendency evident at this time to make soft drinks the successors of the "hard" variety of beverage as revenue producers. This must be fought to a standstill or the industry will find itself struggling under a load too heavy to carry. Legislators must be made to see the truth that while soft drinks may be luxuries they are poor man's luxuries, selling at a standardized price beyond which the dealer cannot go. There is no analogy between the soft drink manufacturer and the maker of alcoholic beverages. The latter in most cases has been in the business on a large scale, his profits have been great and he has adjusted his prices to meet whatever taxes there was to pay. On the other hand the manufacturer of soft drinks is in the great majority of cases a small business man, reaping small profits and selling a product the price of which cannot be much further advanced without serious detriment to his business. In fact the only resemblance of hard and soft beverages is that both are wet. There is no reason why the latter should be taxed out of existence or that the bottler should be regarded by legislators as the legitimate successors of the distiller and the brewer. The state and municipal tax menace is a serious one and its treatening shadow is a vital argument for close and effective organization.—The American Bottler.

Is the brewer trying to dominate legislation even in soft drinks? Is he trying to "get even" and make the soft drink user sore by compelling outrageous taxes? Are our law makers still playing into the hands of the brewer?

—N-O-G-G-L-E—



Let Noggle quote you prices on your entire season's supply of cones—it's a chance for you to make some money.

—N-O-G-G-L-E—

Can you get your share of the country's business after July 1st, without a soda fountain? Get ready—ask Noggle.

AT THE LUNCHEONETTE COUNTER.

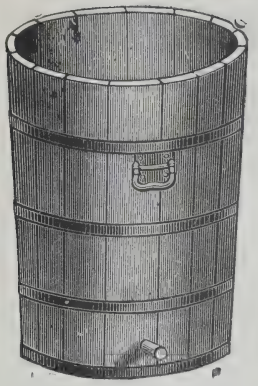
"What's yours?"

"Coffee and rolls, please."

One of those iron-heavy, quarter-inch thick mugs of coffee was pushed over the counter. The fastidious person was dazed. He looked under the mug and over it.

"But where's the saucer?" he inquired.

"We don't give no saucers here. If we did, some lowbrow 'd come pilin' in an' drink out of his saucer, and we'd lose a lot of our swellest trade."



Tubs—Cans—Ice Cream Paper Pails—ask Noggle.

Everything used at the soda fountain—ask Noggle.

Carbonators, Soda Fountains, Ice Cream Freezers, Ice Crushers—ask Noggle.

—N-O-G-G-L-E—

ICE CREAM POWDER.

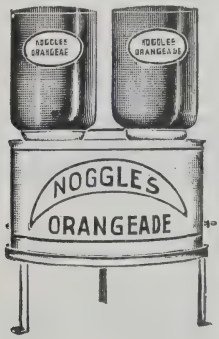
You can make just as fine quality ice cream with Noggle's Ice Cream Powder. as with gelatine, and save a lot of money. It causes cream to hold up and give a fine body and smoothness. Requires no soaking—always ready for use. Full directions with each package.

—N-O-G-G-L-E—

CHERRY COCKTAIL.

Fill the glass with fresh or drained canned cherries. Cover with orange juice. Sweeten with powdered sugar. Add a little shaved ice and serve.

—N-O-G-G-L-E—



Dealers in soft drinks, especially those who contemplate beginning this business, should look into the merits of Noggle's Orangeade. It is a trade winner and a profit producer.

FOR THE CANDY KITCHEN.

Stick Candy Stripes and Flavors.

Peppermint—White pulled body, red stripes.

Lemon—Clear body, white stripes.

Sassafras—White body with light green stripes.

Wintergreen—White body with broad red stripes.

Cinnamon—Clear pink body, white stripes.

Clove—Pink and green stripes.

Aniseseed—Pulled pink body, black stripes.

Molasses Popcorn.

Take of popcorn and peanuts an equal quantity. Place them in the pan, either revolving or square, which should be heated a little. Now cook 6 pounds sugar, 2 quarts good molasses a little water to 238 degrees. This quantity is for 2 or 3 pounds of popcorn and 3 pounds of peanuts. Apply a small quantity at a time while the revolving pan is in motion, or else shake the other pan to and fro, while applying sugar and molasses, and throw a little fine granulated sugar in until run dry, then give another dose till the material is used up.

Popcorn Crisp.

Place into a copper pan 10 lbs. sugar, 4 lbs. corn syrup, 1 lb. butter, 1 quart molasses, 1 pint water, pinch of salt, set on the fire, stir until the sugar is dissolved, cook to 300 degrees, set off, mix in all the popcorn you can, warm up a little, pour on greased marble, spread smooth and cut any size; have the popcorn warm, although it is not absolutely necessary.

—N-O-G-G-L-E—

ARE YOU SUPPLIED?

Tables? Chairs? Stools? Noggle has 'em—and can supply your wants promptly. Ask for quotations on what you need. Keep your "parlor" looking spick and span. It's a big ad for you

—N-O-G-G-L-E—

Serving cream in cones yields a double profit—on the cream and on the cone; besides, it is one of the most convenient ways (for you) in which to serve the cream—no dishes or glasses to wash afterwards. Ask Noggle for quotations.

News Notes From the Field

E. W. LaShelle, proprietor of the Sanitary Bakery at Holdrege, Neb., with J. J. Morgan as artist, recently baked and furnished for a big department store in that city a "birthday cake," which was a part of the "spread" in celebrating the 35th anniversary of their business career. The cake was nearly three feet high, 5½ feet wide and weighed over 1,400 pounds. It required 233 pounds powdered sugar for the icing. Some cake, and it took some baker to produce it.

Sloey & Ash, of Newton, Kas., informs the Bull Dog that they have recently moved into a new building that will give them capacity for double their former business. The Bull Dog hopes their expectations will be more than realized.

Campbell & Wood, progressive bakers at Nevada, Mo., have anticipated the big increase that is to come this season in the soft drink trade, and have installed an up-to-date "Bilt Rite" fountain—complete from carbonator to soda glasses. The Noggle House, which supplies everything from fountain and tools to fruit flavors and syrups, outfitted them.

Geo. Wittinger, Sedalia, Mo., has recently bought a "Big Six" Studebaker and he treated the Noggle House salesman to a spin around town on his last trip through that territory. George believes that a little play mixed with his work will keep him young, and really he doesn't look to be more than —— but why give his age away when he gave us such a nice ride?

Chas. West of Hope, Ark., recently installed a cake machine and a moulder to help him keep up with his growing trade. He now has one of the finest equipped shops in the Southwest.

H. A. Schmitt, Blue Springs, Mo., recently opened up a new bakery, with lunch room and soft drink parlor in connection. The Noggle House outfitted him completely from bake shop equipment to soda fountain and all materials. Mr. Schmitt writes that his "opening day" was a big success. Mr. and Mrs. H. A. know how to please the trade.

E. W. Logan of Morrillton, Ark., has found it necessary to enlarge his shop in order to take care of his constantly increasing bakery and candy trade.

J. Toalson, Corning, Ark., is preparing for a busy season in his bakeshop and confectionery department. He has installed a larger fountain to take care of the anticipated rush in "soft drinks" after the country goes "dry."

Mrs. Santhuly at Jonesboro, Ark., has been kept busy for many months past and is looking forward to a still busier season. In addition to the bakeshop trade, there is the candy trade in winter and the ice cream trade in summer.

John C. Gaede, long time a leading baker of Fredonia, Kas., is equipping for ice cream business and we're laying a small bet that he gets his full share of this trade when he gets to going good.

H. W. Griffith recently opened up a bakeshop in Tulsa, Okla. The Noggle House outfitted him completely from oven to pans—and the materials to go in them.

Grover C. Groves has sold his bakery at Landen, Wyoming to D. B. Burlingame.

F. A. Gelhausen, proprietor of the Vernon Ice Cream factory at Vernon, Tex., is planning for a heavy run of trade this summer.

J. M. Elliott of the Ozark Crispette Co., Monett, Mo., recently installed a Peerless Loaf Moulder. The business had grown to such proportions that the addition of new equipment was necessary and the Noggle House was able to supply the outfit promptly.

Steve Fry, formerly at Carrollton, Mo., has opened up a bakeshop at Moran, Kas.

Robt. T. Fleming has succeeded to the baking business of Arden Williams at Windsor, Colo.

G. A. Sheets, LyCygne, Kas., bought a big "Bilt Rite" soda fountain through the Noggle House and drew first money

from it last Sunday. The stream of "drys" taken care of was almost as big and continuous as the streams of sweetened wind turned out by the fountain.

F. W. Karsten, proprietor of the Fayetteville Baking Co., Fayetteville, Ark., reports his business running along "regular as the clock."

H. J. Dillingham, formerly in the baking business at Hiawatha, Kas., has gone to Clovis, New Mexico and bought an interest in the "Sunshine Bakery." The Bull Dog wishes him good luck.

C. M. Edson at Neodesha, Kas., is sticking close to strictly bakery lines and is making a big success of his business.

Ed. B. Enderlein, Altus, Okla., makes a Jersey Cream bread and a line of buns, cakes and pies that keep him busy supplying the demand. He has both a wholesale and retail trade, and it gets bigger every year.

Fred Dilgert, who wholesales and retails ice cream at Nevada, Mo., is adding new equipment in anticipation of the biggest summer's trade he ever had.

Ed. Douglas, who runs a bakery and confectionery at Camden, Mo., is adding "soda" to his other lines. He wants to get enough irons in the fire to keep him busy.

Dundas & Morris, Osborne, Kansas report a steady growth of trade in all their departments.

H. S. DeBolt of Muskogee, Okla., advertises "Quality Bakery Products" and then proceeds to turn out that brand. His business shows a continuous advance.

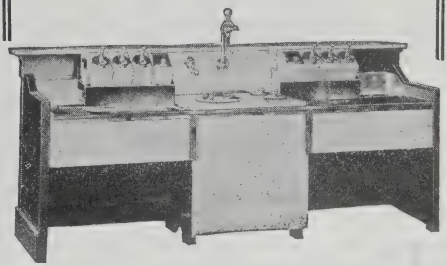
—N-O-G-G-L-E—

Bakers and pastry-makers will find Noggle's Whip Top Powder one of the most convenient and quality producing materials to have among their supplies. For soft pie topping and meringues, it has no superior on the market.

—N-O-G-G-L-E—

The finest fountain drink, with the biggest profit is Noggle's Concentrated Orangeade. Ready to serve, nothing to add but water—net profit great.

Something for You to Think About—



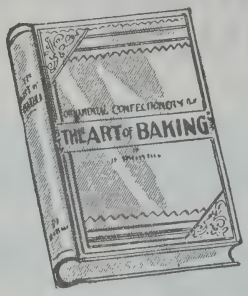
Mr. Baker:

Are you looking ahead a few months to the time when the saloon near your shop will close its doors, and its numerous patrons will be seeking some other thirst-quenching "emporium"?

Here's a fine chance for you to take over a line of new business. Install a small soda fountain; add (if you haven't one already) a light lunch counter, and you can get a good part of that big lot of money that has been going across the saloon keeper's bar.

Let Noggle quote you prices and terms on a complete fountain outfit—one that is a real money-maker. Don't let the drug stores sell all the soft drinks. Get a slice of it for yourself. There's a big patronage and a nice profit waiting for you just around the corner—but you must be ready to take advantage of it. Don't wait till July 1, when the saloons close, but write for our special fountain folder TODAY!

The S. W. Noggle Co.
Kansas City, Mo.



Books for the Trade

Bakers, Confectioners, Candy Makers and Fountain Dispensers, particularly those who are newly starting in business, will find a good book of instructions and standard recipes indispensable to their success. You can't know too much about your business, and the books listed below are worth many times their cost. Sent separately, or with order for other goods.

Laskowski's Art of Baking—Recognized as a standard authority on mixtures of bakery products. Bound in Morocco.
Price, postpaid $2.10

"Rigby's Reliable Candy Teacher"—With complete Soda, Ice Cream and Sherbet Sections. Over 700 recipes.
Price, postpaid $3.10

Noggle's Candy Maker's Guide—Good for beginners, helpful to experts. Full instructions for "homemade" candies. Also recipes for ice cream.
Price, postpaid $1.60

Noggle's Practical Confectioner—A little book with a big lot of information in it. Costs a trifle.
Price, postpaid $0.54

To the Trade--

DESTROY all previous issues of the MONTHLY PRICE LIST. Prices IN ALL former issues, if different from herein, are void.

WRITE FOR OUR ILLUSTRATED CATALOGUE, ALWAYS KEEP THE ILLUSTRATED CATALOGUE FOR REFERENCE.

DO NOT TEAR PICTURES or PAGES from ILLUSTRATED CATALOGUE to describe what you want. Give measurements in inches (top, bottom and depth) of pans and tools wanted, so no errors need occur.

QUALITY.

QUALITY in any kind of goods should be the FIRST CONSIDERATION. WE ARE MANUFACTURERS and are therefore in a position to KNOW WHAT WE ARE SHIPPING YOU. We use the BEST MATERIALS for all our products. We offer you HONEST VALUES and do not need to rely on another's word as to the strength or purity of products, because "WE MAKE THEM OURSELVES." EXPERIENCED, COMPETENT men are in charge of each department. A TRIAL OF OUR GOODS will convince you of THEIR MERIT.

REFERENCES.

Unless you are known to us much time can be saved when ordering if REFERENCES ARE FURNISHED. Remittances SHOULD BE SENT WITH THE ORDER unless such references are given as will insure no delay in filling it.

C. O. D. SHIPMENTS.

We DO NOT SHIP C. O. D. unless enough in advance is paid to cover freight or express both ways, so that the carrying charges will not be our loss IF FOR ANY REASON the goods are not taken on arrival. $3.00 or $4.00 should therefore be sent with an order that is expected to be paid on delivery.

DISCOUNTS.

The PRICES IN THIS MONTHLY PRICE LIST are subject to 1 per cent for cash in 10 days.

TERMS.

THIRTY DAYS will be given to those whose references are satisfactory, or who are satisfactorily rated by either Dun or Bradstreet.

When in the city please call and see us. We will take great pleasure in showing the best equipped factory and the largest stock in our line this side of New York.

We will also be glad to hear from any of our trade in the way of suggestions for the betterment of our mutual interests. To supply your every need with the best obtainable is our desire.

TRY OUR GOODS. If satisfied, TELL YOUR NEIGHBOR. If not, tell us.

All prices in this PRICE LIST are SUBJECT TO CHANGE without notice.

THE S. W. NOGGLE COMPANY,
Long Distance Telephones:
Home, Main 2699; Bell, Grand 1945.
KANSAS CITY, MO.

RESPONSIBILITIES OF PARTNERS.

Partnerships are responsible for purchases of the individuals of the partnership for all goods such as are used in the business, as well as goods purchased by the partnership collectively.

In case of separation, each member of a partnership is individually responsible for all the unpaid bills of the business until settled.

When dissolving, don't leave unpaid bills for either partner to pay, nor arrange for each to pay half. Each is liable for all.

Partnerships legally remain in force as regards outside parties doing business with them until such parties have been notified of separation, the usual form of notification being in writing.

All partnership members should observe the above to protect their individual interests.

APRIL, 1919, PRICE LIST

OF

S. W. Noggle Wholesale & Manufacturing Company

KANSAS CITY, MISSOURI

(Destroy all Previous Lists)

We go to press the 25th of each month. All prices are then good, but subject to change without notice. In commodities that fluctuate like sugar, glucose, etc., it is impossible to have a standing price that will cover. We therefore trust to our customer's fairness to accept the market.

READ THIS BEFORE ORDERING.

If a credit arrangement has not been established with us it is absolutely necessary to send references when ordering. Or, if in a hurry for the goods, send four or five dollars with the order, and the remainder can be paid on arrival of the shipment, and your references can be consulted for further use.

We positively will not ship goods C. O. D. without sufficient deposit with the order to cover the freight or express charges both ways. When remitting for Parcel Post shipment, add estimated amount for postage. Excess, if any, will be returned.

We invite credit business, but must be given ample opportunity to consult references and authorities before shipping.

Out-of-town references, in same mail with order, cannot be heard from so as to give quick shipment on terms. It is best to send remittance with first order, and also references. Then the latter can be looked up so as to take care of the next order on credit terms.

Customers selling out are not released from bills owing, even if their buyer does assume the bills. See that all your bills are paid. You are liable for them.

When ordering goods, sign individual names of owners—not the name of your confectionery or bakery.

New customers, or old customers starting new, or buying out business in new location, should mention where they have been in business before, so that we can identify them and thus give quick attention to the order.

(United States Food Administration License No. G, 13060)

BAKER'S AND ICE CREAM MAKER'S DEPARTMENT.

ACIDS

Acetic, Concentrated, per lb	$0.35
Citric, C. P. Crystals, per lb	1.25
Citric, C. P. Powdered, per lb	1.50
Tartaric, C. P. Powdered, per lb	1.35
Tartaric, C. P. Crystals, per lb	1.25

ALBUMEN CRYSTALS

	100-lb. cases	Less
Russian, per lb	$2.40	$2.50

ALMOND PASTE (Heide's)

	Single 5-lb. cans	Case 30-lbs.
Price, per lb	$0.51	$0.49

AMMONIA (Carbonated) (a)

Powdered, 5-lb. cans, per lb	.21
Less, per lb., in tin can	.27

(a) Use of ammonia in baking is forbidden in Kansas. We ship ammonia in cans only

ANGEL CAKE POWDER (For Angel Food Cake)

In 1-lb. cans, per lb	$1.35
In 5-lb. cans, per lb	1.30
In 10-lb. cans, per lb	1.28
In 25-lb. cans, per lb	1.25

Formula—1 pint lukewarm water, 6 oz. Angel Cake Powder; beat this up real stiff. Above is equal to 1 pint egg whites. Makes excellent cakes for less money. Full directions with each package.

ANGELIQUE

In 3½-lb. boxes, per lb	$0.80
Less, per lb	.85

APRICOTS (Evaporated)

50-lb. boxes, per lb	$0.21
In 25-lb. boxes, per lb	.23
Less, per lb	.24

BAKING POWDER (b)

Baker's Star—	
5 and 10-lb. cans, per lb	**$0.17**
Per case, 12 5-lb. cans	**2.30**
Per case, 12 10-lb. cans	**18.00**

BAKING POWDER—Continued

Baker's Special, per case, 12 5-lb. cans	**6.40**
Per case, 12 10-lb. cans	**12.00**
Per single, 10-lb. can, per lb	**12½**
Per single, 5-lb. can, per lb	**.13**
Zacapa, per case 60 lbs., per lb	$0.10
Per Single, 5-lb. can, per lb	.11
Baker's Delight, per case of 12 5-lb. cans	8.00
Per single 5-lb. can, per lb	.14
Knoxall, in barrels of about 350 lbs., per lb	.08
Drums, 175 lbs., per lb	.08½
Drums, 125 lbs., per lb	.09

(b) Bakers should try "Star" and "Special" Powders. Either brand gives more finished goods for less money than any Powder made. It swells your cake without puffing it. You can cut down size of cake in dough 10 per cent and still get just as large a cake as with other Powders. Free sample for trial.

BOILER COMPOUND

Alkali Special, in 300-lb. bbls., per 100 lbs.	$6.15

BORAX

5-lb. boxes, per lb.	$0.15

BREAD SUGAR—Cerelose

Price, per 100-lb. bag	$7.86

BUTTER FLAVOR (Imitation)

Per gallon	$6.00
Per quart	1.75
Per pint	1.00

CAKE FILLER—Marshmallow

Make your own from Noggle's Quick-Action Marshmallow Powder. See full instructions and prices under Marshmallow Paste, second column, page 19.

CAKE FLAVOR (Ka-Flav)

A big saving over mace in price, and will satisfy as to quality.

In 1-lb. cans, per lb	$0.50
In 6-lb. cans, per lb	.45
In 30-lb. pails, per lb	.42

CANNED FRUIT (See Pie Fruits)

CARAMEL CREAM (Perfection)

See Candy Maker's Department page 21.

CARAMEL COLOR

Per gal. (in 5-gal. lots)	$2.50
Per single gal.	3.00
Per quart	.85

All Prices Subject to Change Without Notice.

CEMENT (For Flues, Ovens, etc.)
10-lb. cans, per can 1.50

CERELOSE (Corn or Bread Sugar)
Per 100-lb. bag $7.86

CHEESE COLOR—Danish
In 1-gallon bottles only, per gal.....$3.50

CHERRIES (Evaporated)
Price, per lb.....None in Stock

CHILI BEANS (Pink)
Per lb.....$0.13
In bags, per lb..... .13

CHOCOLATE (Liquor or Bitter, for Baking)

	100-lb. Cases	10-lb. Cakes
Rex, per lb.....	$0.35	$0.37
Puritan, per lb.....	.33	.35
Nugget, per lb.....	.32	.34

CHOCOLATE (Sweet Coatings)

Invincible, per lb.....	$0.33	$0.35
Challenge, per lb.....	.32	.34
Peerless, per lb.		Out of Stock
Bitter Sweet, per lb.....	.35	.37
Milk Chocolate, per lb....	.39	.40

CHOCOLATE PASTE
Invincible, for making chocolate pies, icings, etc.

5-lb. Jars	2½-lb. Jars	1¼-lb. Jars
Per lb. $0.45	$0.47	$0.50

Fla-ko, for your convenience in flavoring and coloring chocolate icings.
In 5-lb. cans, per lb.....$0.30
In 10-lb. cans, per lb..... .29

CITRON (f)

	25-lb. Drums	10-lb. Bxs.	5-lb. Bxs.
No. 2, per lb...$0.35		$0.37	$0.38
No. 1, per lb... .36		.38	.40
Fancy, per lb... ...		.40	.41
Lemon Peel ..... .30		.31	.32
Orange Peel ..... .30		.31	.32

CLEANING POWDER (g)

	250-lb. Bbls.	50-lb. Kegs	25-lb. Bags
Wyandotte, per 100 lbs....$4.65		$5.70	$6.70
5-bbl. lots (one delivery) per 100 lbs.....$4.52½			
10-bbl. lots (one delivery) per 100 lbs..... 4.40			
Bbls. of 50 5-lb. bags, per bbl.....$14.20			
Soap Chips, amber, per lb.....$0.22			

15 lbs. Soap Chips, 15 lbs. Wyandotte C. and C., 50 gallons water, boiled together, makes 50 gallons of soft soap.

	250-lb. Bbls.	75-lb. Kegs.	
Wyandotte Building			
Detergent, per 100 lbs..$6.80		$7.85	
5-bbl. lots, per 100 lbs.		....	$6.67½
10-bbl. lots, per 100 lbs.		....	6.55
Bbls. of 50 5-lb. bags, per bbl.....			20.15

Sweeping Powder (Bull Dog Brand)
Lays dust in sweeping. One handful goes as far as two of most others.
In 250-lb. drums..... 5.65

COCKROACH POWDER
Shure-Kure Roach Powder, in 1-lb. cans, per lb.....$0.50
Dead Shot, in 1-lb. cans, per lb..... .50
Noggle's Perfection Roach and Insect Destroyer (Liquid)
Per gallon $7.00
Per pint 1.00

NEED MORE—A POWDER

(Kills Roaches, Ants, Flies, Mosquitos, Chicken Lice, Plant Lice, Rose Slugs, Fleas, Cabbage Worms, Boll Weevil, etc.)
Small Size, 4 oz. net, per can.....$0.25
Large Size, 1-lb 4 oz. net, per can.....1.00

Double-Quick—Fly and roach powder. The universal insect killer—kills 'em quick. Small size, $0.25; medium, $0.50; large.....$1.00
Rat-Swat—It embalms and dries them up. Mammoth size, $3.00. Medium size, 50c.
Small size ..... .25

COCOA (Ground)

	200-lb. Bbls.	50-lb. Drums	5-lb. Cans
No. 1, per lb.....$0.34		$0.35	$0.40
No. 2, per lb..... .30		.32	.38
No. 3, per lb..... .28		.31	.33

COCOA BUTTER AND SUBSTITUTES
See Candy Maker's Department page 21.

COCOANUT (Domestic)

	140-lb. Bbls.	50-lb. Boxes	Less
Thread, long, per lb.....$0.31		$0.33	$0.34
Macaroon, fine ground, per lb.. .31		.33	.34
Sliced, or Chip (comes in wide strips) per lb..... .32		.34	.35

COCOANUT (Ceylon Sugarless)

	120-lb. Cases	Less
Thread, long, per lb.....$0.35		$0.36
Shred, short, per lb..... .35		.36
Macaroon, fine ground, per lb.... .35		.36
Sliced, or Chip (comes in wide strips), per lb..... .36		.37

COCOANUT OIL

	50-lb.	25-lb.	10-lb.	5-lb.
Konut, per lb.....$0.27		$0.28	$0.30	$0.31

COLOR—CARAMEL (Noggle's Vegetable)
Per gal. (in 5-gal. lots).....$2.50
Per single gal..... 3.00
Per quart ..... .85
Noggle's Vegetable Brown Paste—especially adapted for coloring Ice Cream.
6-lb. Jars, per lb.....$0.45
3-lb. Jars, per lb..... .48
1½-lb. Jars, per lb..... .50

COLORS (Certified Form)

GOOD, STRONG LIQUID COLORS—NOGGLE'S	Pint Bottles	Quart Bottles
Brilliant Blue Brilliant Green Brilliant Orange Brilliant Red (Light Red) Brilliant Rose (Dark Red) Brilliant Yellow (Lemon Shade) Special Yellow—Golden Shade Egg Color	95c	$1.75

Any of above liquid colors in gallon lots.$6.50

KOHNSTAMM'S CERTIFIED FORM PASTE COLORS	6-oz. Bottles	1-lb. Bottles
Brilliant Blue Paste Brilliant Brown Paste Brilliant Crimson Paste* Brilliant Green Paste Brilliant Orange Paste Brilliant Red Paste, Light Brilliant Violet Paste Brilliant Yellow Paste	$1.25	$2.50

Brilliant Pink Paste, 1-lb. bottle, $2.75; 6-oz. bottle 1.50
Brilliant Rose, Liquid, dark red, 1-lb. bot., $3.50; 6-oz. bottle $1.85
*Brilliant Crimson Paste Color gives practically the same color as Cerisole Red.
6-oz. size 1.50
1-lb. size 2.75

Burnett's Paste Colors—
Blue, Green, Orange, Pink, Dark Red, Scarlet, Yellow.
3-oz. bottle $1.00
6-oz. bottle 1.50
12-oz. bottle 3.00
We are out of the Blue, Pink and Green in 3-oz. sizes.

COLORS LIQUID (Vegetable)

	1-lb. Bottles	½-lb. Bottles
Sap Light Red.....$1.00		$0.60
Brilliant Rose 1.00		.60
Brilliant Orange 1.00		.60
Brilliant Green 1.00		.60
Brilliant Yellow 1.00		.60
Brilliant Blue 1.00		.60

Danish Cheese Color.
In 1-gallon bottles only, per gal.....$3.50

CONDENSED MILK

Per case of six 1-gal. cans.....$7.00

CONES

See under Ice Cream Cones, Page 18.

CORN STARCH

Market on all corn products changing daily; do not expect these prices to hold good from one day to the next. They are subject to daily changes.

	140-lb. Bags	100-lb. Bags	50 & 30-lb. Bags
Per 100 lbs.	$5.34	$5.34	$0.06⅛
Per case of 40 1-lb. pkgs.			$2.80

CREAM OF MAIZE

Market on all corn products changing daily; do not expect these prices to hold good from one day to the next. They are subject to daily changes.

In 100-lb. bags, per bag.....$5.33
Less quantity, per lb..... 5.60

CREAM TARTAR

	6-lb. Cans	Less
U. S. P. Pure, per lb.	$0.84	$0.85
Compounds, per lb.	.55	.58

CREAM TARTAR SUBSTITUTE

	10-lb. Cans	6-lb. Cans	Less
Aero Cream	$0.28	$0.29	$0.30
Monarch Cream, in 5-lb. cans, per lb.			.35

CRYSTALIZED FRUITS AND FLOWERS

See Candy Maker's Department, Page 22.

CURRANTS (Recleaned)

	350-lb. Bxs.	50-lb. Bxs.	Less
Per lb.	$0.24	$0.25	$0.26

DANISH CHEESE COLOR

In 1-gallon bottles only, per gal.....$2.50

DATES

None in Stock.

DIASTO

	175-lb. bbls.	70-lb. drums	30-lb. box
Per lb.	$0.19	$0.19½	$0.20

DRAGEES (Silver)

Extra Small, No. 000—About 1-16" dia., per lb., $1.50; per ¼ lb.....$0.40

No. 0 about ⅛ in. dia., No. 1 about 3-16 in. dia., No. 2 about ¼ in. dia., No. 3 about 5-16 in. dia., and No. 4 about ⅜ in., dia. Any size, per lb. $1.00; per ¼ lb., $0.30.

Small irregular shape, assorted, or large irregular shape, assorted per lb. $1.00; per ¼ lb. $0.30.

EGG (Powdered Whole Egg)

In 10-lb. cans, per lb.....$1.15
In 5-lb. cans, per lb..... 1.18
Less, per lb..... 1.20

Guaranteed to work in baking wherever whole egg is needed. 1 lb. Whole Egg takes the place of 3½ doz. shell eggs.

EGG YOLKS (Powdered)

Guaranteed to work in baking wherever fresh Yolks are needed. 1 lb. of Egg Yolk Powder takes the place of 4 doz. shell egg yolks.

Successful formula.—Soak 1 lb. egg yolk powder in 5 lbs. (5 pints) water at least 2 hours. Then add 1 oz. baking soda and let stand 2 hours longer. Keep in cool place.

In 10-lb. cans, per lb.....$1.10
In 5-lb. cans, per lb..... 1.12

EGLIKE (Compound)

Bbls. of 250 lbs., per lb.....$0.95
In 5-lb. cans, per lb..... 1.00
In 1-lb. cans, per lb..... 1.05

One pound Eglike equals 4½ dozen shell eggs.

EGG WHITES

Egg Albumen Crystals, per lb.....$2.00

EGG WHITE SUBSTITUTES

Noggle's Whip Top Powder, for meringues only.

	1-lb. cans	5-lb. cans	10-lb. cans	30-lb. drums
Per lb.	$1.32	$1.28	$1.25	$1.23

Noggle's Angel Cake Powder (For Angel Food Cake).

In 1-lb. cans.....$1.35
In 5-lb. cans..... 1.30
In 10-lb. cans..... 1.28
In 25-lb. cans..... 1.25

ENAMEL (Cemcoat)

Made expressly for Bakery and Confectionery walls and wood work.

In 1-gal. cans, per gal..... 2.65
In 5-gal. cans, per gal.....$2.50

Kept in white color only.

Cemcoat sizing—A coat of sizing insures a good, smooth surface for painting and holds the paint to the wood or metal.

In 1-gal. cans, per gal.....$2.65
In 5-gal. cans, per gal..... 2.50

EVAPORATED FRUITS

Apples—Choice evaporated, 50 lb. boxes, per lb. .....None in Stock
Less, per lb.....None in Stock

Apricots—Choice evaporated, 50 lb. boxes per lb. $0.21
25-lb. boxes, per lb..... .23
Less, per lb..... .24

Cherries—Evaporated, 150-lb. 50-lb. Less
Imported.....None in Stock

Figs—Layer, 10-lb. boxes, per lb..... .33

Peaches—Evaporated, 25-lb. boxes, per lb.. .14
Less, per lb..... .15

Raspberries—Evaporated, 210-lb. Bbl. 25-lb. Pail Less
Dried, per lb.....No stock at present.

EXTRACTS AND FLAVORS (1)

(1) These goods are made to give flavor to oven goods. The excessive heat kills the flavor of some vanilla. Select one of these and let your customers advertise your cookies and cakes.

BAKERS' GRADES.

VANILLA, Vanillin, Coumarin, Compounds.

Price per gal.	in 10-gal. bbls.	5-gal. kegs	Single kegs	Per gal.	Per qt.	Per pt.
Burbox	$8.50	$9.00	$9.50	$10.00	$2.60	$1.45
Atlock	6.50	7.00	7.50	8.00	2.10	1.20
Kaffir	5.50	6.00	6.50	7.00	1.85	1.05
Exole	5.00	5.25	5.50	6.00	1.60	.95
Reno	4.25	4.50	4.75	5.00	1.35	.80

Baker's Grade.

LEMON Flavor—Terpeneless Compound.

Price per gal.	in 10-gal. bbls.	5-gal. kegs	Single kegs	Per gal.	Per qt	Per pt
Atlock	$8.00	$8.25	$8.50	$9.00	$2.35	$1.25
Kaffir	7.75	8.00	8.25	8.50	2.25	1.20
Exole	6.50	6.65	6.75	7.00	1.85	1.05
Reno (imitation)	5.50	5.60	5.75	6.00	1.60	.95

ICE CREAM AND FOUNTAIN GRADES.

VANILLA, Pure Bean absolutely.

Price per gal.	in 10-gal. bbls.	5-gal. kegs	Single kegs	Per gal	Per qt	Per pt
Superb	$12.00	$12.25	$12.50	$13.00	$3.25	$1.80
Challenge	11.00	11.50	12.00	12.50	3.15	1.75
Oprig	....	....	....	9.00	2.35	1.30
Thurrig	....	....	....	8.00	2.10	1.20

VANILLA, Vanillin and Coumarin Compounds.

Price per gal.	in 10-gal. bbls.	5-gal. kegs	Single kegs	Per gal	Per qt	Per pt
Invincible	$9.00	$9.50	$9.75	$10.00	$2.75	$1.55
Climax	8.00	8.50	8.75	9.00	2.35	1.30
Puritan	7.00	7.50	7.75	8.00	2.10	1.20
Acme	6.00	6.50	6.75	7.00	1.85	1.05

LEMON Flavors—Terpeneless, Pure.

Price per gal.	in 10-gal. bbls.	5-gal. kegs	Single kegs	Per gal	Per qt	Per pt
Superb	$12.00	$12.25	$12.50	$13.00	$3.25	$1.80
Invincible	9.00	9.50	9.75	10.00	2.75	1.55
Burbox	8.25	8.50	8.75	9.25	2.40	1.35

LEMON Flavor—Terpeneless Compound.

Price per gal.	in 10-gal. bbls.	5-gal. kegs	Single kegs	Per gal.	Per qt.	Per pt.
Climax	$8.25	$7.50	$8.75	$9.00	$2.35	$1.30
Puritan	7.25	7.50	7.75	8.00	2.10	1.20

CONFECTIONERS' GRADES (j).

VANILA, Vanillin and Coumarin Compounds.

Price per gal.	in 10-gal. bbls.	5-gal. kegs	Single kegs	Per gal.	Per qt.	Per pt.
Infernas	$8.00	$8.50	$8.75	$9.00	$2.35	$1.30
Zacapa	7.00	7.50	7.75	8.00	2.10	1.20
Victa	....	....	....	7.00	1.85	1.05

LEMON Flavor—Terpeneless Compound. (k).

Price per gal.	in 10-gal. bbls.	5-gal. kegs	Single kegs	Per gal.	Per qt.	Per pt.
Infernas	$10.00	$10.50	$10.75	$11.00	$2.85	$1.55
Zacapa	8.25	8.50	8.75	9.00	2.35	1.30

EXTRACTS, ASSORTED

Almond, Anise, Caramel, Capsicum, Cassia, Chocolate, Clove, Coffee, Ginger (Jamaica), Honeysuckle, Mace, Nutmeg, Orange, Peppermint, Pistache, Rose, Wintergreen, Spearmint, Hoarhound, Caraway, Cardamon, Wild Cherry, Clover and Sassafras.

	Per gal.	Per qt.	Per pt.
Superb	$12.00	$3.25	$1.80
Invincible	10.00	2.75	1.55

Ether Compound Flavors

Strawberry, Pineapple, Banana, Peach, Cherry Maple, Violet Blackberry, Raspberry, Apricot, Apple and Grape.

	Per gal.	Per qt.	Per pt.
Superb	$12.00	$3.25	$1.80
Invincible	10.00	2.75	1.55

MAPLE IMITATION FLAVOR.

	Per qt.	Per pt.	½ pt.
Perfection Brand	$3.00	$1.70	$1.00

One ounce of Perfection Maple flavors and colors 1 gallon simple syrup, making a fine imitation Maple Syrup.

	Per gal.	quart	Pint	½ pt.	4 oz.
Crescent Mapeline	$12.50	$3.50	$1.90	$1.10	$0.60

	Per gal.	Per qt.	Per pt.
Tutti Fruitti (1)	$8.00	$2.25	$1.20

True Fruit Extracts, Concentrated

Strawberry	per pint $1.50
Raspberry	per pint 1.50
Cherry	per pint 1.50

FIGS

Figs, Layer, 10-lb. boxes, per lb. $0.33

FIG PASTE

About 30 lbs. to kit, per lb. $0.18

FLA-KO

For your convenience in flavoring and coloring chocolate icing.

In 5-lb. cans, per lb. $0.30
In 10-lb. cans, per lb. ..... .29

FLOUR

(Flour market very unsettled. These prices subject to instant change.)

	200-lb. sacks.	Less
Whole Potato		
Per lb.	$0.20	$0.22

Oatmeal
Fine ground, per lb. $0.07

Korn
(Wheat flour sub.), per 100-lb. bag $6.75

Potato Flour (White)
200-lb. sacks, per lb. $0.18
Less, per lb. ..... .20

Rye Flour—Dark, Pure 140-lb. bags, None in stock
98-lb. bags $4.35
48-lb. bags 2.35

Tapioca Flour—A good thickener.

	50-lb. Bags	Less
Granulated, per lb.	$0.21	$0.22
Pulverized, per lb.	.23	.24

	100-lb. Bags	Less
Rice Flour, per 100 lbs.	$9.89	$10.85

Whole-Wheat—Purina—Checkerboard Brand.
24-lb. bags, per bag $1.70
48-lb. bags, per bag ..... none in stock
98-lb. sacks, per sack ..... None in stock
Checkerboard wrappers, 14x18, 500 to bundle. Per bundle 1.20

FLY AND INSECT POWDER (Sure Killer)

DOUBLE QUICK.
Small size, $0.25; medium, $0.50; large, $1.00.

NEED MORE
(Kills Roaches, Ants, Flies, Mosquitoes, Chicken Lice, Plant Lice, Rose Slugs, Fleas, Cabbage Worms, Boll Weevil, etc.)
Small Size, 4 oz. net, per can $0.25
Large Size, 1 lb. 4 oz. net, per can 1.00
Dead Shot, in 1-lb. cans, per lb. ..... .50
Shure-Kure Roach Powder, 1-lb. cans, per lb. .50

FLY PAPER—Tanglefoot

Per case of 5 cartons (250 double sheets) $4.25
Per carton of 50 double sheets 1.00

FOUNTAIN FRUIT SPECIALTIES

See Pages 23 and 24.

GELATINES (m)

	In 100-lb. cases	Less
Japanese, per lb.	Out of Stock	
Silver Medal, in sheets, per lb.	2.00	2.05

Gold Medal—Out of stock, unable to get any.

	140-lb. bbls.	Less
Shred. OUT—unable to get.		
Granulated.	Bbls.	Less
No. 1, per lb.	$1.10	$1.15
No. 2, per lb.	1.00	1.05

GLUCOSE

	650-lb. bbls.	350-lb. bbls.	130-lb. Kegs	60-lb. Kegs
No. 43 per 100 lbs.	$5.75	$6.85	$7.40	$7.75

GLYCERINE (Pure White)

In 50-lb. cans; per lb., $0.55 ..... less $0.60

GUMS

Arabic (Powdered), per lb. $0.75
Shellac (White), per lb. ..... .65
Penny, for slot machine, per box 1.35

HOARHOUND HERB

See Candy Maker's Department page 22.

HONEY (Strained) (Strictly pure)

10-lb. can, per lb. $0.30
60-lb. can, per lb. ..... .26

ICING PASTE FLAVORS (Colored)

Invincible Brand—All flavors: Apple, Apricot, Banana, Blackberry, Bitter Almond, Caramel, Cherry, Coffee, Ginger, Lemon, Maple, Orange, Peach, Pineapple, Pistaschio, Plum, Raspberry, Rose, Strawberry, Tutti Frutti, Vanilla, etc.

	1¼-lb. Jars	2½-lb. Jars	5-lb. Jars
Per lb.	$0.50	$0.47	$0.45

Flako—Flavor and color for chocolate icings,
10-lb. can, per lb. $0.29
5-lb. can, per lb. ..... .30

Kremoline (banana, cherry, lemon, maple and pistachio flavors only).

	2-lb. Jars	5-lb. Jars
Per lb.	$0.50	$0.45

ICE CREAM POWDER (Noggle's)

1-lb. cans $0.45
5-lb. cans, per lb. ..... .40
10-lb. cans, per lb. ..... .39
25-lb. drums, per lb. ..... .38
50-lb drums, per lb. ..... .37
100-lb. drums, per lb. ..... .36
225-lb. barrels, per lb. ..... .35

ICING PRODUCTS

Pulvo Icing—

250-lb. bbls.	170-lb. drum	100-lb. drum	50-lb. bags	30-lb. bags	Less
$11.00	$11.50	$11.60	$11.70	$11.80	$12.00

ICING AND CAKE FILLERS.

Marshmallow Paste—A little of Noggle's Marshmallow Powder, as priced below, a little sugar, a little beating. Result: A fine marshmallow cake filling. See full directions under Marshmallow Paste, second column, page 19. Also, full directions with each can of powder.

Marshmallow Powder (Noggle's).
1-lb. cans $1.32
5-lb. cans 1.28
10-lb. cans 1.25
24-lb. cans 1.23

MARSHMALLOW PASTE.
Jack Frost (white), per gal. can 1.30

ICE CREAM CONES

PURITY—Unsweetened.

Box of 100	Box of 250	Box of 600	Box of 1200
$0.85	$2.10	$4.00	$7.50

EVER-CRISP—A sweetened cone; "Can't Be Beat."

Box of 100	Box of 250	Box of 1000
$0.95	$2.25	$8.00

KAS-MO (A Cocoa Butter Substitute)

See Candy Makers' Department page 22.

All Prices Subject to Change Without Notice.

JELLY (r)

Glucose Apple Jelly Compound.
B-B Brand Glucose Jelly, per kit $2.60
In 5 kit lots 2.55
In 10 kit lots 2.50

JELLY (Challenge)

Extra Glucose Sugar Apple Jelly Compound.
In 30-lb. kits, per kit.....$3.50

JELLY (Pure Sugar and Apple)

Apsug Brand, per kit of 30 lbs.....$4.00
Layer Cake Filler or Marmalade (Perfection Brand)
True Fruit—Strawberry, Fig, Plum, Peach, Blackberry, Raspberry, Gooseberry, Pineapple and Apricot, in 30-lb. kits, per kit..$4.80
Fig Paste.
In about 30-lb. kits, per lb.....$0.16

KA-FLAV (A Mace Substitute)

30-lb. pails, per lb., 42c; 6-lb. cans, 45c; 1-lb cans, 50c.

WHOLE POTATO FLOUR

	200-lb. bags	Less
Per lb.	$0.18	$0.20

KONUT

	50-lb.	25-lb.	10-lb.	5-lb.
Per lb.	$0.27	$0.28	$0.30	$0.31

KORA

Wheat Flour Substitute, per 100-lb. bag....$6.75

LARD—Use Selex

Selex is a much richer and better shortening, and can be used in baking to take the place of lard. Gives better results for less money.
Sold at prevailing market prices. Ask us for quotations.

LAYER CAKE FILLER (Marmalade Perfection Brand)

True Fruit—Strawberry, Fig, Plum, Peach, Blackberry, Raspberry, Gooseberry, Pineapple and Apricot, in 30-lb. kits, per kit.....$4.80
Marshmallow Powder
In 1-lb. cans, per lb.....$1.32
In 5-lb. cans, per lb..... 1.28
In 10-lb. cans, per lb..... 1.25
In 30-lb. cans, per lb..... 1.23
Try this powder. It makes the finest kind of layer-cake filling.

LEMON JUICE (Pure)

Use anywhere you would use fresh lemons.
3 doz. ½ pints to case, per case.....$3.50
1 doz. ½ pints..... 1.00
½ pint bottle, each ..... .30

LICORICE ROOT (7 inch)

See Candy Maker's Department page 22.

MAIZE (cream of)

Market on all corn products going up daily; do not expect these prices to hold good from one day to the next. They are subject to daily changes.
In 100-lb. bags, per bag.....$5.33
Less quantity, per lb..... 5.60

MALT (Dry) (s)

	175-lb. bbls.	70-lb. drums	30-lb. box
Diasto, (s). Per lb...	$0.19	$0.19½	$0.20

(s) If you want nice golden brown bread, moist and fresh, try this Diasto. This is similar to liquid malt in results. Saves 25 per cent of your sugar. Saves 25 per cent of your lard. Saves 10 per cent of your yeast.

MARSHMALLOW PASTE

Jack Frost (white), per gal. can.....$1.30
Fine for icings and cake fillings.

MARSHMALLOW PASTE—(Noggle's)

How to make Marshmallow Cake Filling from Noggle's Quick Action Marshmallow Powder when quick results are wanted. Requires from 2 to 5 minutes to whip up: Dissolve 2½ ounces of Noggle's Quick Action Marshmallow Powder in 1 pint warm soft water. Whip up stiff. Fold in little at a time, 2 pounds sugar (half granulated and half powdered is best) and ¼ ounce cream of tartar. Flavor to suit with Noggle's Invincible Extract. This batch will cover about 450 square inches ¾ inch thick. While this product is ready to use as soon as made, it will keep several days if kept from the air.

Many fine recipes and full directions included with each can of powder. See prices below:

MARSHMALLOW POWDER (Noggle's)

For Icings and Layer Cake Filling—
1-lb. cans.....$1.32
5-lb. cans..... 1.28
10-lb. cans..... 1.25
30-lb. cans..... 1.23

MAZETTA (For Cream Work)

See Candy Maker's Department, page 22.

MILK (Condensed)

Per case of six 1-gal. cans.....$7.00

MILK (Powders)

(u) Real milk without the moisture. It has been difficult to make milk users appreciate that there really is such a thing—no imitation. But gradually all are learning that it does not sour. They don't have to wait for the milkman. Results just as good as with fresh milk.

MILK POWDER (M. & S.)

In barrels, per lb.....$0.29
In 50-lb. drums, per lb..... .33
In 10-lb. cans, per lb..... .36
Milk is scarce.

MINCEMEAT (Moist)

	450-lb. bbls.	250-lb. ½-bbls	150-lb. kegs	46-lb. kits	29-lb. kits
Invincible—Too warm to ship.					

MINCEMEAT (Condensed)

Challenge, 5-lb. bricks.....$0.19
In cases of six 5-lb. bricks..... .18
In five case lots..... .16½
M. & S., in 5-lb. bricks..... .20
In case lots of six 5-lb. bricks..... .19
In five case lots..... .17½

MOISTO (The Cold Water Icing)

Makes icing that will keep fresh and moist for days. Ask for free sample.
In 5-lb. cans, per lb.....$0.35
In 10-lb. cans, per lb..... .32

MOLASSES (New Orleans) (v)

	50-gal. bbls.	half bbls.	10-gal. kegs.	5-gal. kegs.
Sunlight, Extra Light per gal.	$0.69	$0.76	$0.83	$0.85
Extra Choice. (Light). per gal.	.65	.72	.80	.84
Invincible (Medium), per gal.	.54	.60	.65	.70
Onola (Dark), per gal..	.48	.52	.63	.65
Berkley (Dark), per gal.	.44	.50	.58	.62
Berkley, in 15-gal kegs, per gal.				.54

MUSTARD

In gallon jugs, per gal.....$0.85

NOUGAT CREAM

See Candy Maker's Department page 22.

NUCOA BUTTER

See Candy Maker's Department page 22.

NUTS (Shelled)

	Price per lb Cases	Less
Almonds—Selects (28-lb. cases)	$0.63	$0.65
Almonds—Valencias (28-lb. cases)	.50	.52
Almonds—Jordans (28-lb. cases)	.58	.60
Black Walnuts (28-lb. cases)		Out of
Brazils—Pieces (28-lb. cases)		Out of
Cachew (28 cases)		Out of
Filberts (50-lb. bags)	.48	.50
Pecan (Halves) 28-lb. cases	1.28	1.30
Pecan (Pieces) 28-lb. cases	1.23	1.25
English Walnuts (½s) 55-lb. c	.92	.95
English Walnuts (pcs) 55-lb. c	.90	.93
Pignolias (28-lb. cases)	.48	.50
Pistachios (28-lb. cases)		none

	5-bag lots	125-lb. bags. less	less
Peanuts, No. 1 Spanish	$0.14	$0.14½	$0.15

OATMEAL (Fine Ground)

Per lb. $0.07

OILS ESSENTIAL

Almond, per lb	$14.00
Anise, per lb	3.00
Cassia, per lb.	3.00
Clove, per lb.	2.00
Lemon (H. P. Imported), per lb	3.00
Lemon (Imitation Oil of), per gal	5.00
Lemon (Imitation Oil of), per qt	1.50
Lemon Oil Emulsion, per gal	6.00
Lemon Oil Emulsion, per qt	1.75
Lime, per lb	5.00
Mace, per lb	1.90
Nutmeg, per lb	1.80
Orange (Sweet), per lb	5.50
Orange Oil Emulsion, per gal	6.00
Orange Oil Emulsion, per qt	1.75
Peppermint, per lb	10.50
Spearmint, per lb	6.00
Sassafras	2.00
Wintergreen (Oil of Betula), per lb	4.25

OIL (Cottonseed). Write for prices.

OIL (Slab)

See Candy Maker's Department, Page 23.

OVEN CEMENT (For Flues, etc.)

In 10-lb. cans, per can $1.50

PAINT (Cemcoat Enamel)

Made expressly for Bakery and Confectionery walls and wood work.

In 5-gal. cans, per gal $2.50
In 1-gal. cans, per gal 2.65

Kept in white color only.

Cemcoat sizing—A coat of sizing insures a good, smooth surface for painting and holds the paint to the wood or metal.

In 1-gal. cans, per gal $2.65
In 5-gal cans, per gal 2.50

PARAFFINE

Per lb. $0.20

PARAFFINE SUBSTITUTE

	100-lb. cases	10-lb. cake
Parasub, per lb	$0.30	$0.32

PEANUT BUTTER

	10-lb. cans	25-lb. cans	50-lb. cans
Price, per lb	$0.27	$0.25	$0.23

PEELS

	25-lb. boxes	10-lb. boxes	Less
Lemon	$0.30	$0.31	$0.32
Orange	.30	.31	.32
Citron.			
No. 2, per lb	.35	.37	.38
No. 1, per lb	.36	.38	.40
Fancy, per lb	...	.40	.41

PIE FILLING POWDERS

	30-lb. Pails	14-lb. Pails	Less
Lemon, per lb	$0.18	$0.19	$0.20
Orange, per lb	.18	.19	.20
Chocloate, per lb	.18	.19	.20
Cream, per lb	.18	.19	.20
Strawberry Cream, per lb.	.18	.19	.20
Pineapple Cream, per lb.	.18	.19	.20
Cherry Cream, per lb.	.18	.19	.20
Custard, per lb.	.28	.30	.32

(w) Water, only, added to these pie filling powders; then slightly cooked. Directions with each package. Samples free.

PIE FRUITS (Solid Pack Cans)

	Case Lots
Apples—	
New York—No. 10, case of 12 cans	$6.60
5 case lots	6.50
Arkansas—No. 10, per doz	5.00
5-doz. lots, per doz	4.90
Apricots—No. 10, 12 to case	
5 case lots	8.50
1 case lots	8.60
Blackberry—12 cans to the case	Out of
Cherries—Fancy No. 10, case of 12	Out of
Gooseberries—No. 10, 12 to case	8.60
Logan Berries—Out of stock.	
Peaches (pld.)—No. 10 Cal., 12 to c.	9.60
5 case lots	9.50
Pineapples—Grated, per doz	11.00
Pumpkin—No. 10s, per doz	4.00
Pumpkin—No. 3, per case 2 doz	3.50
Rhubarb—No. 10, 12 to case, per case	Out of

PIE FRUITS (Evaporated)

Apples—Choice evaporated.
50-lb. boxes, per lb. 13c; less . . . . . None

Apricots—Choice evaporated.
50-lb. boxes, per lb $0.21
25-lb. boxes, per lb 23
Less, per lb 24

Cherries—Evaporated.

	150-lb.	50-lb.	Less
Imported			Out of stock

Peaches—Evaporated, 25-lb. boxes, per lb 14

Raspberries. 210-lb. bbl. 25-lb. pail Less
Choice Evap., per lb.—No stock at present.

PIE TOP POWDER

For tops of soft pies and merangues.

	1-lb. can	5-lb. can	10-lb. can	30-lb. drum
Per lb.	$1.32	$1.28	$1.25	$1.23

PINK BEANS (For Chili)

Per lb. $0.13
In bags, per lb. 12

POTATO FLOUR

	200-lb. sacks	Less
White, per lb	$0.16	$0.18
Whole, per lb	.18	.20

POP CORN

Snow Pop, per lb $0.12½ $0.14

RAISINS (xx)

	50-lb. cases	Less per lb.
Bleached.	None	in stock
Seedless Sultanas (small, grow without seeds)	$0.16	$0.16½
5-case lots, 250 lbs., per lb	.15½	.....
Seeded Raisins (large raisins with seeds removed) in 25-lb. boxes, per lb	.11½	.12
In 10-case lots, per lb	.11⅛	.....
Seeded Raisins (large raisins with seeds removed) in 11-oz. pkgs., 45 pkgs. to case, per case		4.15

RASPBERRIES

	210-lb. bbls.	25-lb. pails	Less
Evaporated, per lb	No stock at present.		

RAT-SWAT

It embalms and dries them up.

Small size	$0.25
Medium size	.50
Mammoth size	1.00

All Prices Subject to Change Without Notice.

RICE FLOUR

	100-lb. Bags	Less
Rice Flour, per 100 lbs.	$9.89	$10.85

ROACH EXTERMINATORS

Dead Shot, etc. Same as under Cockroach Powder, which see on page 16.

SALT (Liberty Brand)

Single barrels of 280 lbs.	$3.85
5-barrel lots, per barrel	3.75
10-barrel lots, per barrel	3.65
25-barrel lots, per barrel	3.60

Sold in barrels only. Price F. O. B. Kansas City. Ask for special price on car lots (about 150 barrels).

SALT (Rock)

In 10-bag lots, per bag	$1.80
In 200-lb. bags, per bag, each	1.60

SEEDS

	125-lb. bags.	Less
Anise Seed—Out of stock. Unable to get.		
Caraway seed	..	$0.95
Caraway seed, ground	..	.98
Blue Poppy	.75	.78
Coriander seed, ground	.08	.10
Cardamen seed, ground	..	1.75
Black Mustard	.20	.21
Yellow Mustard	.30	.35

SHORTENING—Use Selex

Selex is a high quality vegetable shortening of uniform grade, and can be used in baking wherever mix calls for butter, lard or any compound. Gives the same results at less cost.

Sold at prevailing market prices. Ask us for quotations.

SOAP CHIPS (see page 16)

SODA (Bi-Carbonate)

	400-lb. bbls.	112-lb. kegs	Less
Per lb.	$0.05½	$0.06	$0.07

SPICES (Ground) (y)

Cinnamon	bbls.	drums	10-lb. cans	6-lb. cans	Less
Invincible brand, pure	$0.35	$0.36	$0.37	$0.38	$0.40
Challenge brand, pure	.31	.32	.33	.34	.36
Ginger					
Invincible brand, pure	.25	.26	27	.28	.30
Ka-Flav—A Mace substitute. 30-lb. pails, per lb., 42c; 6-lb. cans, 45c; 1-lb. cans, 50c.					
Mace					
Invincible brand, pure	.80	.82	.85	.90	.92
Nutmeg					
Invincible brand, pure	.55	.60	.65	.66	.68
Allspice					
Invincible Brand, pure	.19	.20	.21	.22	.24
Cloves					
Invincible brand, pure	.45	46	.47	.48	.50
Pepper					
Invincible brand,					
Black, pure	.46	.47	.48	.49	.50
White, pure	.49	.50	.51	.52	.54
Cayenne	.45	.46	.47	.48	.50
Mustard, pure	.32	.33	.34	.36	.38
Sage, Rubbed, pure	.26	.27	.28	.30	.32
Coriander, pure	.15	.16	.17	.18	.20

SUGAR (BREAD)—Cerelose

Price, per 100-lb. bag $7.86

SWEEPING COMPOUND (B.-D. Brand)

Lays dust in sweeping. One handful goes as far as two of most others.

In 250-lb. drums 5.65

TAPIOCA FLOUR

	50-lb. drums	Less
Pulverized, per lb.	$0.23	$0.24
Granulated, per lb.	.21	.22

VANILLA (see Extracts)

WAFER (or Rice Paper)

100 sheets (about 3-lbs. to package per package ..... none in stock

WHIP TOP POWDER

For tops of soft pies and merangues.

	1-lb. can	5-lb. can	10-lb. can	30-lb. drum
Per lb.	$1.32	$1.28	$1.25	$1.23

WYANDOTTE SANITARY CLEANER AND CLEANSER

	280-lb. bbls.	80-lb. kegs.	25-lb.
Wyandotte, per 100 lbs.	$4.65	$5.70	$6.70
5-bbl. lots (one delivery) per 100 lbs.			$4.52½
10-bbl. lots (one delivery) per 100 lbs.			4.40
Bbls. of 50 5-lb. bags, per bbl.			$14.20

	250-lb. bbls.	75-lb. kegs.	
Wyandotte Building Detergent, per 100 lbs.	$6.80	$7.85	
5-bbl. lots, per 100 lbs.	....	....	$6.67½
10-bbl. lots, per 100 lbs.	....	....	6.55
Bbls. of 50 5-lb. bags, per bbl.			20.15

Candy Makers' Department

ACIDS

See Baker's Department page 15.

ALBUMEN CRYSTALS

	100 lb. cases	Less
Russian, per lb.	$1.95	$2.00

ANGELIQUE

See Baker's Department page 15.

CARAMEL CREAM (Laurel)

About 50-lb. kegs, per lb. $0.25

CHILI BEANS (Pink)

See Baker's Department page 16.

CHOCOLATE (Bitter, Sweet and Milk)

See Baker's Department page 16.

COCOA BUTTER

Per lb. $0.50

COCOA BUTTER SUBSTITUTE

	56-lb. Cases	Less
Kasmo, per lb.	$0.30	$0.32
	100-lb. Cases	Less
In-Re-Co., per lb.	.31	.32
Kokoreka, per lb.	.31	.32
	50-lb. Cases	Less
Nucoa Butter, per lb.	.31	.32

COCOANUT OIL

	50-lb.	25-lb.	10-lb.	5-lb.
Konut, per lb.	$0.27	$0.28	$0.30	$0.31

COCOANUT (Domestic)

	140-lb. Bbls.	50-lb. Drums	Less
Thread, long, per lb.	$0.31	$0.33	$0.34
Macaroon, fine ground, per lb.	.31	.33	.34
Sliced, or Chip (comes in wide strips), per lb.	.32	.34	.35

COCOANUT (Ceylon Sugarless)

	120-lb. Cases	Less
Thread, long, per lb.	$0.35	$0.36
Shred, short, per lb.	.35	.36
Macaroon, fine ground, per lb.	.35	.36
Sliced, or Chip (comes in wide strips), per lb.	.36	.37

COLORS (Liquid and Paste)

See Baker's Department page 16.

CONDENSED MILK

See Pages 17 and 22.

CONES—ICE CREAM

PURITY—Unsweetened.

Box of 100	Box of 250	Box of 600	Box of 1200
$0.85	$2.10	$4.00	$7.50

EVER-CRISP—A Sweetened Cone; "Can't Be Beat."

Box of 100	Box 250	Box of 1000
$0.95	$2.25	$8.00

CREAM TARTAR

	6-lb. Cans	Less
U. S. P. Pure, per lb.	$0.84	$0.85

CRYSTALLIZED FRUITS

Cherries (pieces) in 30-lb. pails, per lb. ...$0.50
Less, per lb. ..... .55
Imported (whole) 8¼ lb. boxes, per lb.... .75
In 5-lb. boxes, per lb..... .77
Pineapple Cores, in 25-lb. boxes, per lb.... .50
Less, per lb..... .55
Pineapple Slices, in 5-lb. boxes only.
per lb. ..... .70
Pineapple Fingers, in 6-lb. boxes only.
Per lb. ..... .65
Assorted Fruit, in 5-lb. boxes.
Per lb, ... .75
In 1-lb. fancy boxes, per lb..... 1.00
Ginger, 1-lb. cans, per can..... .75
In 5-lb. lots, per lb..... .73

CRYSTALLIZED FLOWERS

Mint Leaves, per lb.....$1.50
Rosebuds, white, per lb..... 1.30
Rosebuds, pink, per lb..... 1.30
Rose Leaves, pink, per lb..... 1.30
Rose Leaves, white, per lb..... 1.30
Violets, per lb..... 1.65

DATES

None in Stock.

EXTRACTS AND FLAVORS

The candy kettle will not burn out the flavor. Select one of these and let your customers advertise your candies.

CONFECTIONERS' GRADES (J).

VANILLA, Vanillin and Coumarin Compounds.

Price per gal.	in 10-gal bbls.	5-gal. kegs	Single kegs	gal.	Per qt.	Per pt.
Infernas	$8.00	$8.50	$8.75	$9.00	$2.35	$1.30
Zacapa	7.00	7.75	8.00	2.10	1.20	
Victa				7.00	1.85	1.05

Lemon Flavor—Terpeneless Compound (k).

Price per gal.	in 10-gal bbls.	5-gal. kegs	Single kegs	gal.	Per qt.	Per pt.
Infernas	$10.00	$10.50	$10.75	$11.00	$2.85	$1.55
Zacapa	8.25	8.50	8.75	9.00	2.35	1.30

EXTRACTS, ASSORTED

Almond, Anise, Caramel, Capsicum, Cassia, Chocolate, Clove, Coffee, Ginger (Jamaica), Honeysuckle, Mace, Nutmeg, Orange, Peppermint, Pistache, Rose, Wintergreen, Spearmint, Hoarhound, Caraway, Cardamon, Wild Cherry, Clover and Sassafras.

	Per gal.	Per qt.	Per pt.
Superb	$12.00	$3.25	$1.70
Invincible	10.00	2.75	1.55

Either Compound Flavors

Strawberry, Pineapple, Banana, Peach, Cherry, Maple, Violet, Blackberry, Raspberry, Apricot, Apple and Grape.

	Per gal.	Per qt.	Per pt.
Superb	$12.00	$3.25	$1.80
Invincible	10.00	2.75	1.55
Tutti Fruitti	7.00	2.00	1.15

True Fruit Extracts, Concentrated

Strawberry .....per pint $1.50
Raspberry .....per pint 1.50
Cherry .....per pint 1.50

FIGS

Figs, Cooking, 50-lb boxes, per lb.....None
Layer Figs, 10-lb. boxes, per lb.....$0.33

FLY PAPER—Tanglefoot

Per case of 5 cartons (250 double sheets)..$4.25
Per carton of 50 double sheets..... 1.00

FOUNTAIN FRUIT SPECIALTIES

See Pages 23 and 24.

GELATINES (m)

	In 100-lb. cases	Less
Japanese, per lb.....	None in stock	
Silver Medal, in sheets, per lb..	$2.00	$2.05

Gold Medal—Out of stock, unable to get any.

Shred.
OUT—Unable to get.

Granulated.	Bbls.	Less
No. 1, per lb.....	$1.10	$1.15
No. 2, per lb.....	1.00	1.05

GLUCOSE

	650 lb. bbls.	350 lb. ½-bbls.	120 lb. Kegs	60 lb. Kegs
No. 43, per 100 lbs.....	$5.75	$6.85	$7.40	$7.75

GLYCERINE (Pure White)

In 50-lb. cans, per lb., $0.55.....less $0.60

GUMS

Arabic (Powdered), per lb. $0.75
Shellac (White), per lb. ..... .65
Tragacanth (Turkish), per lb. 1.50
Penny, for slot machine, per box 1.35

HOARHOUND HERB

Per lb. $0.55

ICE CREAM CONES

See under Cones.

KAS-MO (A Cocoa Butter Substitute)

Get next to Kas-Mo—the best substitute for Cocoa Butter on the market.

	100-lb. Cases	Less
Per lb.	$0.30	$0.32

KOKOREKA

	100-lb. cases	Less
Per lb.	$0.31	$0.33

KONUT

	50-lb.	25-lb.	10-lb.	5-lb.
Per lb.	$0.27	$0.28	$0.30	$0.31

LICORICE ROOT (7 inch)

Per lb. $0.60

MAZETTA CREAM (for Cream Work)

	420-lb. Bbls.	200-lb. ½-Bbls.	100-lb. Kegs	50-lb. Kits
Per lb...	$0.12	$0.12½	$0.15	$0.16

*We do not carry in stock, Bbls. or ½-Bbls. of Mazetta Cream. Price quoted on these is F. O. B. Chicago.

MILK (Condensed)

Per case of six 1-gal. cans.....$7.00

NOUGAT CREAM (for Making Nougat)

	110-lb. ½-Bbls.	50-lb. Kegs	20 to 30-lb. Pails
Per lb.....	$0.20½	$0.21½	Out of

NUCOA BUTTER

A good Cocoa Butter substitute.

	50-lb. cases	Less
Per lb.	$0.31	$0.33

NUTS (Shelled)

See under Baker's Department, page 30.

OIL (Essential)

See under Baker's Department, Page 30.

OIL (Cocoanut)

Used for cooking nuts, baking, etc.——a pure cocoanut oil.

	50-lb.	25-lb.	10-lb.	5-lb.
Per lb.	$0.27	$0.28	$0.30	$0.31

OIL (Slab)

Per gal. $3.00

PAINT (Cemcoat Enamel)

Made expressly for Bakery and Confectionery walls and woodwork.
In 1-gal. cans, per gal..... 2.65
In 5-gal. cans, per gal.....$2.50
Kept in white color only.

Cemcoat sizing—A coat of sizing insures a good, smooth surface for painting and holds the paint to the wood or metal.
In 1-gal. cans, per gal.....$2.65
In 5-gal. cans, per gal..... 2.50

PARAFFINE

Per lb. $0.20

PARAFFINE SUBSTITUTE

	100-lb. Cases	10-lb. Cake
Parasub, per lb.	$0.30	$0.32

All Prices Subject to Change Without Notice.

POP CORN

	Bags	Less
Snow Pop, per lb	$0.12½	$0.13½

SLAB OIL (for use on Candy Slabs)

Per gallon $3.00

SODA (Bi-Carbonate)

See Baker's Department, page 21.

STARCH

See Corn Starch under Baker's Dept., page 17.

VANILLA

See Extracts.

WAFER (or Rice Paper)

100 sheets (about 2-lbs. to package) per package ..... None in stock.

FOUNTAIN SUPPLIES

ACIDS (Fountain)

	No. 1	No. 2
Phosphate, per gal	$2.00	$1.00
Phosphate, per quart	.55	.30
Fruit, per gal	3.00	2.00
Fruit, per quart	.80	.55

ALLEN'S RED TAME CHERRY

Per gallon	$3.00
In 4 1-gal. jug lots, per gal	2.90
In 10 1-gal. jug lots, per gal	2.80

Missouri State Tax 2½c per gallon.. Government War Tax Paid.

APPLJU ("Drink an Apple")

Size of Bottle	Weight Per Case	Bottles Per Case	Price Per Case
6 oz.	57 lbs.	4 doz.	$6.05
14½ oz.	55 lbs.	3 doz.	5.78

Missouri state tax and government Federal tax paid.

BEVO—The New Drink

2 dozen to the case, per case $2.65

20c allowance for full case of empties returned, freight prepaid to Kansas City.

Missouri state tax and government Federal tax paid.

BROMO-SELZER

½-lb. bottles, per bottle $1.10

BUTTER SCOTCH SUNDAE DRESSING

Mallo-Scotch, in ½-gal. cans, per can $1.65

CARBONATED WATER

Case 50 Qts.	Carbonated Water	$6.00
Case 100 Pts.	Carbonated Water	3.50
Case 100 Qts.	Carbonated Water	7.00

Allowance for bottles in their cases, if freight prepaid to K. C.:

Qts., each	$0.02
Pts., each	.01½
Splits, each	.01

CHOCOLATE (Liquid)

In ½ gal. jars, 6 to case, per doz. $18.00

CHOCOLATE PASTE

	5-lb. jars.	2½-lb. jars.
Per lb.	$0.45	$0.50

CIDER FLAVORS—Imitation

	Per gal.	Per qt.
Orange	$5.00	$1.50
Blackberry	6.00	1.75

Missouri state tax and government Federal tax paid.

COCOANUT—Toasted.

Better than ground nuts for Sundae topping.

In 53-oz. can, per can $1.35

COCA-COLA

	1-gal. jugs.	5-gal. kegs.	10-gal. kegs.	40-gal. bbls.
Per gal.	$2.00	$1.85	$1.75	$1.50

Missouri State Tax 2½c per gallon. Government War Tax Paid.

COCOA-MIL-KOKE—For Hot Chocolate

In 5-lb. cans, per lb $0.40

In 10-lb. cans, per lb ..... .38

Ready to use; add hot water, top with marshmallow, and serve.

FOAM PREPARATION (Soda Foam)

	Per gal.	Per qt.
No. 1	$3.00	$0.80
No. 2	1.50	.40

FRUITS (Crushed and Whole)

(For Fountain Use) In ½ gal. jars. 6 to the case.	C. F. J. Co.'s Per doz.	Naboth or S. W. N. Per doz.
Butterscotch Sundae	$22.00	$21.00
Caramel Nut	31.00	$30.00
Cherries, crushed	34.00	28.00
" W. & B.	None	28.00
" W. & B. gal. crocks	None	50.00
" W. & B. gal. crocks	None	4.50
" ruby, shredded	35.00	30.00
" whole, select ruby	36.00	32.00
" whole, white	37.00	37.00
" green Creme de Menthe	37.00	37.00
Chop Suey	18.00	20.00
Cocoa Syrup, Dark	18.00	18.00
Figs, shredded	24.00	24.00
Peaches, crushed	24.00	20.00
Peaches, sliced	30.00	30.00
Pineapple, crushed	30.00	24.00
" cubes	31.00	None
" ruby crushed	30.00	30.00
Raspberry, black, whole	36.00	30.00
" red, crushed	36.00	30.00
Strawberry	36.00	32.00

FRUIT SYRUPS

(Concentrated, 1 gal. jugs only)	C. F. J. Co.'s Per gal.	Frutana Naboth or S. W. N. Per gal.
Banana	$3.00	$2.75
Blackberry	3.00	2.75
Cherry	3.50	3.00
Claret	3.00	2.75
Cocoa	None	2.50
Coffee	3.00	2.75
Cream of Mint	3.00	2.75
Grape	3.00	2.75
Lime Freeze	3.00	2.75
Messina Lemon	3.25	3.00
Mint, Freeze	3.00	2.75
Nectar	3.00	2.75
Orange	3.25	2.75
Peach	3.00	2.75
Pineapple	3.50	2.75
Raspberry	3.50	3.00
Red Raspberry	3.50	3.00
Red Orange	3.25	3.00
Strawberry	3.25	3.25
Vanilla	3.00	2.75

Missouri state tax 2½ cents per gallon. Government war tax paid on C. F. J. brand. War tax on S. W. N. brands paid.

FOUNTAIN SYRUPS (Concentrated)

	Gal. jugs only
Banana, per gal	$2.75
Blackberry, per gal	2.75
Cherry, per gal	3.00
Chocolate, per gal	2.50
Cocoa	2.50
Coffee, per gal	2.75
Faust Gingerale, per gal	2.75
Ginger, per gal	2.75
Grape, per gal	2.75
Lemon, per gal	2.75
Maple, per gal	2.75
Nectar, per gal	2.75
Orange, per gal	2.75
Peach, per gal	2.75
Pineapple, per gal	2.75
Raspberry, per gal	3.00
Sarsaparilla, per gal	2.75
Sherbet, per gal	3.00
Strawberry, per gal	2.75
Vanilla, per gal	2.75

PREPARED Fountain Syrups—None in stock.

GINGERALE SYRUP (Waukesha)

(Concentrated Syrup—make genuine Waukesha Gingerale. Better than bottled goods.)

Used at Fountain with carbonated water, 1 oz. to 8 oz. glass; cheaper than bottle gingerale, and better.

In quart serving bottles, each $0.75

Per gallon (in four 1-quart bottles) 3.00

Missouri state tax 2½c, government war tax paid.

All Prices Subject to Change Without Notice.

GINGERALE

	Genuine Waukesha	Eads
1 case of 50 24-oz. (quarts)....	$ 8.80	$7.70
1 case of 100 12-oz. (pints).....	11.00	9.90
1 case of 100 6-oz. (½ pints)..	9.90	8.80

Federal tax paid by manufacturers.

GRAPE JUICE

	Welch Per Case
4-oz.—6 doz. to case	$7.70
Pts.—2 doz. to case	7.15
Qts.—1 doz. to case	6.90

Federal tax paid by manufacturers.

HOT SODA GOODS

BOUILLON

Chicken, in pint bottles, per doz.	**$ 5.00**
Oyster, in pint bottles, per doz.	**3.50**
Fluid Beef, in pint bottles, per doz.	**15.00**
Beef and Tomato, quarts, per doz.	**9.00**
Beef Tea Extract, pints, doz.	**12.00**
Beef Tea Extract, ½-gallon, gal.	**6.75**
Beef Tea Extract, gallons, gal.	**6.50**
Chicken Bouillon, pints, per doz., C. F. J.	**6.50**
Clam Bouillon, 10 oz. cans, per doz.	**4.00**
Coffee Extract, pints, doz.	**18.00**
Ginger, pints, doz.	**18.00**
"Hot Stuff," quarts, per doz.	**9.00**

LIME JUICE—Pure

Per doz. so-called quarts	$10.00
Per each so-called quarts	1.00

MALLOW—MARSHMALLOW-CREME

1-gallon cans.

Vanilla Flavor, per can	**$1.30**
Maple and Caramel Flavor, per can	**1.30**
Jack Frost (white), per gal. can	1.30

MALTED MILK—Milkose

In 10-lb. cans, per lb	$0.35
In 25-lb. cans, per lb	.32
In 100-lb. lots—4 25-lb. cans, per lb	.30

MALTED MILK (Borden's Eagle Brand)

25-lb. cans, per lb	**$0.35**
10-lb. cans, per lb	**.38**
5-lb. cans, hospital size, per can	2.90
Large sizes, 1-lb. net, per can	1.10

100-lb. lots (4 25-lb. cans) sent prepaid on drop shipments, except to jobbing points.

MALLO SCOTCH SUNDAE

For Butter Scotch Sundaes.

In ½-gal. cans, per can	$1.65

MIL-KOKE—For Hot Chocolate

In 5-lb. cans, per lb	$0.40
In 10-lb. cans, per lb	.38

A milk cocoa—ready to serve. Just add hot water and top with marshmallow.

MILKOSE (A Malted Milk)

In 10-lb. cans, per lb	$0.35
In 25-lb. cans, per lb	.32
In 100-lb. lots—4 25-lb. cans, per lb	.30

MISCELLANEOUS FOUNTAIN SPECIALTIES

Mustard, in gal. jugs, per gal.	$0.85

NUTS (Ground, Assortment)

Per lb.	$0.50

Dunham's Sundae Cocoanut.

In 53 oz. cans, per can	$1.25

Don't overlook this—it beats regular ground nuts.

NUT PREPARATIONS

	½-gal.
Invincible Caramel Nut, doz.	**$30.00**
Invincible Chocolate Nut, per doz.	**30.00**
Invincible Maple Nut, per doz	**30.00**
Special Sundae, any flavor	**18.00**
Mix-Nut Sundae, per doz.	**30.00**

ORANGEADE (Noggle's)

Gal. jugs only.

Orangeade, Concentrated Syrup, Noggle's	**$2.10**
6 gal. to case, per gal.	2.00
12 gals. (two cases) per gal.	1.95

1 gallon concentrated syrup makes 8 gallons Orangeade; ready to drink—nothing to add but water.

War and State Tax Paid.

ORANGE JULEP (Howell's)

A concentrated syrup—gallon jugs only.

Single gallon	$2.10
6 gal. to case, per gal.	2.00

Freight prepaid on orders of 12 gallons or more. War tax paid. Mo. state tax 2½c per gal.

ORANG-TANG PASTE—Noggle's New Drink

Put up in convenient paste form. One pound makes 35 gallons or 560 8 oz. (5c) glasses.

1¼-lb. jars, per jar	$ 4.75
2½-lb. jars, per jar	8.00
5 -lb. jars, per jar	14.00

PEACOCK

An established fountain drink in the East, and a good substitute for some of the scarce "best sellers."

In 1-gal. jugs, per gal.	$2.35
In 1-gal. jugs, 4 to case, per gal.	2.30
In 10-gal. kegs, per gal.	2.25

War tax paid. Missouri State tax 2½ per gal.

PHEZ

Concentrated Loganberry Juice.

Size of Bottle	Weight per Case	Bottles per Case	Price per Case
2 oz.	31 lbs.	6 doz.	$3.25
4 oz.	27 lbs.	3 doz.	4.70
8 oz.	44 lbs.	3 doz.	9.10
12 oz.	40 lbs.	2 doz.	8.80
24 oz.	40 lbs.	1 doz.	8.25
64 oz.	70 lbs.	9 doz.	13.50

2½ per cent discount on 5 cases, one delivery.
5 per cent discount on 10 cases, one delivery.
Federal tax paid by manufacturers.

PHOSPHATES

(In gallon jugs only.)

Ruby Claret, per gal.	**$3.50**
Morella Cherry, per gal.	**3.50**
Wild Cherry, per gal.	**3.50**
Mint, per gal.	**3.50**
Grape, per gal.	**3.50**
Champagne, per gal.	**3.50**

ROOT BEER

Hires Fountain Syrup—Genuine.

	Per gal.
1 gal. Hires Syrup	$2.35
5 gal. Hires Syrup	2.25
10 gal. Hires Syrup	2.15
35 and 50 gal. Hires Syrup	2.00

Freight allowed on 35 and 50 gallon orders, all one shipment, but in no case to exceed 10 cents per gallon.

Discounts for Purchases Within the Year 1919.

On 100 or more gallons	5c per gal.
On 200 or more gallons	6c per gal.
On 300 or more gallons	7c per gal.
On 400 or more gallons	8c per gal.
On 500 or more gallons	10c per gal.

Payable after December 31, 1919, provided all bills have been paid within 30 days.

Missouri state tax 2½ cents per gallon. Government war tax paid.

SYRUP—SIMPLE (Sugar)

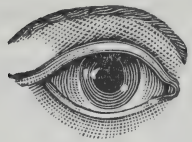
	bbls.	10 gal. kegs	5 gal. kegs

None in Stock.

TOMATO NECTAR—The Best Hot Drink

Packed only in quart bottles, 12 to case, per case.	**$2.00**
Single quarts	**.25**

See Page 26 for Classified Want Ads.

Keep your  on this page FOR BIG BARGAINS

BAG HOLDERS.

No. 1 Wire Bag Holders, holds 4 size bags, each. $0.50

No. 2 Wire Bag Holders, holds 6 size bags, each. 1.00

STEEL WAGON BOXES.

Wood slats and frame made almost like a trunk. While they last.

1-bu. size, 20x10x12 in. deep, each..... $1.50
1½-bu. size, 20x16x8 in. deep, each..... 2.00
2-bu. size, 20x16x11 in. deep, each..... 2.25

ICE CREAM DISHERS.

33	5 to qt. No. 184 Tin Wood Handle I. C. dishers, each.....	.35	.15
21	10 to qt. No. 184 Tin Wood Handle I. C. dishers, each.....	.35	.15
18	12 to qt. No. 184 Tin Wood Handle I. C. dishers, each.....	.35	.15
21	16 to qt. No. 184 Tin Wood Handle I. C. dishers, each.....	.35	.15
25	20 to qt. No. 184 Tin Wood Handle I. C. dishers, each.....	.35	.15
6	14-to-qt. Cone-Shaped Bowl Ice Cream Dishers, aluminum.....	1.75	1.35
1	14-to-qt. Round-Shaped Bowl Ice Cream Dishers, aluminum.....	1.75	1.35
17	5 to qt. Cone Shape, All Metal Ice Cream Dishers (New).....	1.50	1.25

Ask for prices and designs in Imported Candy Boxes, they come in trunks, pianos, autos, market basket, etc. designs, very tasty.

ICE CREAM MAKERS' GOODS.

1	Only, 25-qt. 2nd hand Freezer Can for White Mtn. Freezer.....	5.00	2.50
4	Only, 20-qt. size, Galv Brick Tanks, 8½x8½x22. 2nd hand, each.	2.80	1.50
2	Only, 11¼x12¼x22½ High Galv. Rack for Brick Tank. 2nd hand..	5.00	2.00
2	Only, 10x14x19 High Galv. Brick Tanks, 2nd hand, each.....	3.00	1.25
1	Only, 10½x10½x19 in. high, Galvanized Brick Tank, second-hand.		1.50
2	Only, 7¼x8¼x11½ High Galv. Brick Tanks, 2nd hand, each.....	2.00	.75
3	Only, Round Malleable Iron, Tinned Wood Handle I. C. spoons, 11 in. long, 2nd hand, each.....	1.00	.40
1	Only, Square End Wood Handle I. C. spoons, 12 in. long, 2nd hand, each.	1.00	.40
1	Only, 4 Teeth, 30 in. long Ice Chisel, 2nd hand, each.....	1.40	.60

ICE CREAM TOOLS.

		Original Price Doz.	Sale Price Doz.
10	3-pint Heavy Tin Double Lid I. C. Brick Moulds, wired at center....$0.40		$0.20
5	4-pint Heavy Tin Double Lid I. C. Moulds, wired at center (smoked slightly on outside).....	.50	.25
6	Milk or Cream Strainers, 10½x6x 3¾ (smoked slightly).....	...	.35
2	Milk or Cream Strainers, 13½x5½x		
1	Milk or Cream Strainer, 13½x5½x		
2	Milk or Cream Strainers, 11¼x5x6 in. (smoked slightly), for use with cloth only	...	.15

BREAD PANS.

48	Only, Square Quaker Pans, sizes ranging from 8x8½ to 8⅞x8⅞x2¾, per dozen		.50
32	Tin Bread Pans, 8¼x3¼x2½, per dozen		1.00
4	Pans, 10¾x5¼x3 inches Deep Oval Bread Pans, Strapped in 4's.....	2.20	1.20
17	Only, 20¾x10¾x1 New Russia Iron Counter Pans	5.00	2.50
3	Only, 10¼x6½x2¾ New Tin Bread Pans, strapped in threes.....	2.60	1.60
56	Only, 22½x10¼x1 New Russia Iron Counter Pans	5.00	2.50
92	Only, 11½x8¾x2 Iron Bread Pans, strapped in 2s, second-hand.....	2.25	1.00
62	Only, No. 018, 17¼x4¼x3¼ Extra Heavy Tin Sandwich Pans; new...	2.55	2.70
56	Pans, No. 14, 11¼x7¼x2¾ inches, Russia Iron Bread Pans.....	3.00	1.75
25	Pans, 11½x7½x3 Tin B. Pans with handle (smoked slightly).....	1.35	.80
100	Pans, 11½x8½x2 Light Weight Tin Bread Pans with handles.....	1.10	.60
42	Pans, 16½x5¼x4 Slight Slant Pullman Pans without lids.....	6.00	3.75
	Above pans furnished with lids at	...	4.75
8	Pans, 8¾x8¾x2 Light Weight Tin Bread Pans	1.35	.85

PATTY PANS OR MUFFIN PANS.

51	Doz. 2⅞x2⅞x⅞ in. deep Boston Squares. Round Bottom, Jelly or Patty Pans	.15	.10
2	Frames, 12 to Frame 2¾x1½ deep, Special Drop Cake Pans, Second Hand, per dozen.....	5.00	2.50
1	Dozen 8-inch Medium Pie Pans Second Hand, per dozen.....	.35	.15
22	Only, 4-inch Scalloped Round Patty Pans, per doz.	.30	.15

PAPER CUTTERS.

Fastens under counter or shelf (Piqua-Japanned).

6	Holds 6-in. rolls of paper, each.	$0.50	$0.25
2	Holds 9-in. rolls of paper, each.	.50	.25
8	Holds 12-in. rolls of paper, each.	.75	.35
2	Holds 15-in. rolls of paper, each.	1.00	.50
3	Holds 18-in. rolls of paper, each.	1.00	.50
4	Holds 20-in. rolls of paper, each.	1.00	.50
2	Holds 24-in. rolls of paper, each.	1.00	.50
1	Holds 36-in. rolls of paper, each.	1.10	.55

CAKE AND PIE PANS, ETC.

22	Large Square Cake Pans, 7x7x1, per doz.		1.00
22	7-inch Ecko Layer Jelly Cake Pans, each		.04
15	No. 40, Angel Food Cake Pans, each		.02
26	5-qt. Turban or Turk Head Cake Moulds, 10½x3¾ inches	2.50	1.25
24	4-qt. Turban or Turk Head Cake Moulds, 10x3½ inches	2.25	1.15
24	3-qt. Turban or Turk Head Cake Moulds, 9¼x3 inches	2.00	1.00
54	2-qt. Turban or Turk Head Cake Moulds, deep, 8x3¼ inches	1.75	.90
112	Pans, 7 in. dia., ⅝ in. deep, shallow Jelly Cake Pans	.20	.10
148	Pans, 7½x1½ inches deep Mountain Cake Pans	$0.50	$0.30
42	Only, No. 40, Angel Food Pans, 6 in. dia., 2 in. deep, second hand	1.40	.75
2	Only, Square Angel Food Pans, 8x8x3, second hand	2.50	1.20
36	Only, 9½ in. diameter, 2 in. deep, Round Sponge Cake Moulds with tubes, per doz	1.50	.80

CAKE CUTTERS.

10	3¾-inch Round Scallop Cake Cutters, each	.25
2	3-inch Round Scallop Cake Cutters, each	.20
1	3-inch Plain Round Cooky Cutter	.15
1	3¼-inch Plain, Round Cooky Cutter	.05
1	3½-inch diameter Shamrock Cooky Cutter	.15
1	3½x3½ in. Plain Heart Cooky Cutter	.15
1	2½x3 in. Scalloped Heart Cooky Cutter	.10
1	5½x4¼ in. Rabbit Cooky Cutter	.15

OVENS.

1	120-loaf Perfection Oven tile shelf good as new	$227.00	$175.00
1	Only, No. 217 New Blodgett 4-shelf oven, capacity 64 loaves, tile shelves		200.00

MISCELLANEOUS.
(Second Hand)

1	Wood Rack, 26x53 in., with fine wire shelves		1.00
1	Only, 20-inch Rolling Pin, stationary handle	.90	.50
1	18-inch, second hand Gas Candy Furnace, new price, $19.50. Price for quick sale		10.00

CLASSIFIED ADVERTISEMENTS.

Rate—Three cents per word, each insertion, where mail or replies are directed to our care, requiring forwarding postage. Two cents per word, each insertion where direct address is used.

Attention, Bakers! We sell patent brick bake ovens that can be moved. Cash or time terms. Satisfaction guaranteed. Send for catalogue. Middleby-Marshall Oven Co., 600 S. Sixth Street, St. Louis, Mo. tf

For Sale—One 8-foot Liquid second-hand soda fountain. Used 5 years. Seven syrups and three draft arms, on counter stand. Good condition. Reason for selling, am putting in large new Bilt-Rite fountain. Price for quick sale, $150—worth $400. Earl Braley, Horton, Kansas.

For Sale—Confectionery, bakery and fountain. Brick oven, 8x10, good location for restaurant lunch. Good reason for selling. Will consider cattle or small farm. S. C. Campbell, Springer, New Mexico.

Kusa Bakery, for sale, Kusa, Oklahoma. 9-7 tf

NEW AND MISCELLANEOUS ITEMS.

Received too late to list in General Catalogue.

Mustard—1-gallon jugs.....$0.85

Worcestershire Style Table Sauce,
12-oz., per dozen..... 1.25
1-gallon jugs..... 1.50

Catsup—In jugs only, each.....Out of

Packing Can Liners—Heavy cardboard, paraffined on both sides, to fit 20-qt. cans shown on page 233 of Tool Catalog.

In 1,000 lots $50.00
In bundle of 500..... 26.00
In bundle of 50..... 3.50

Chair Back Covers—White duck only, with name in red letters.

	Per doz.
With name	$6.45
Without name	6.10

No. 12S Peanut Fryer 12 in. dia., 5½ in. deep with basket, will cook 6 lbs. of shelled peanuts and has hanger to drain grease back in fryer, price complete. $3.50

No. 1. Electric Drink Mixer with non-detachable mixing arm.....16.50

No. 2. Electric Drink Mixer with detachable mixing arm.....20.00

Extra Agitators, each..... 1.25

Round Crimped Paper Baking Cups, 2¾ in. top dia., 2 in. bottom dia., 1 in. deep. The cup cakes are baked and sold in this paper cup. Packed 1,000 to the box, per 1,000..... 2.00

Pie Markers to mark the top of your 8, 9 and 10 in. pies into 5 equal parts, each. ..... .65

Pie Markers to mark the top of your 8, 9 and 10 in. pies into 6 equal parts, each. ..... .75

Seven Star Cookie Machines, drops plain round, oval and square cookies without any hole in them. Price, with two cutters state kind of cutters wanted, each 6.00

The following cutters can be furnished at extra cost:

No. 233, makes 3½ to 4 in. dia. Round Cookie; each 2.20

No. 501, makes 3½ inch in dia. Oval Cookie; each 2.20

18-in. Depositing Pans used when making doughnuts with the Little Wonder Machine; fits our regular 18-in. Cruller Fryer; price, each..... 2.00

BUTTERMILK COOLER

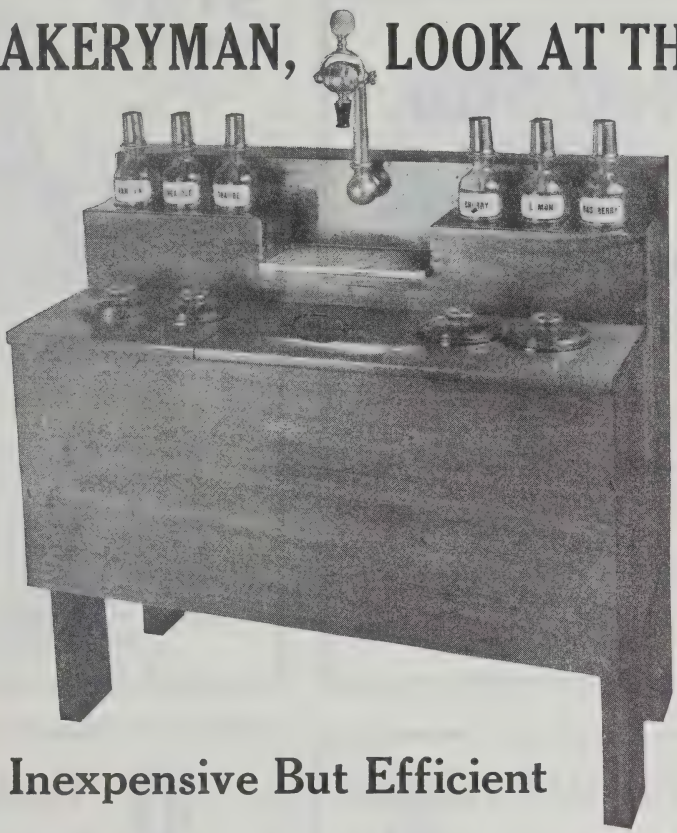
No. 13 1½-gal. capacity, each.....$20.00

COLORED TWINE.

Red Twine, in balls only, per lb..... 1.00

Fancy Brass Ball Twine Holders—Useful as well as ornamental. Special price, each $1.00

Mr. BAKERYMAN, LOOK AT THIS!



Inexpensive But Efficient

A "Bilt-Rite" Bottle Outfit

You can get in at small expense on the boom that's coming in Fountain Business, and clean up a nice bunch of money.

Among our line of "Bilt-Rite" Fountain outfits are a number of small Syrup Fountains that will answer every purpose until you can afford a larger outfit.

The above illustration shows one style of the outfits we have in stock—Six Syrup Bottles, Two Crushed Fruit Receptacles, Soda Draft and Refrigerator; just the thing for a small place. These outfits are moderately priced, and we have them ready to ship. No delay whatever.

We have the larger, complete outfits, also, which we can supply at short notice.

Get in communication with us at once.

The S. W. Noggle Company

KANSAS CITY MISSOURI

Are You Using

Red Star

COMPRESSED

Yeast

If Not Try It

Purest—Most Wholesome—Strongest

Makes a Salable, Pleasing-to-the-Taste Loaf

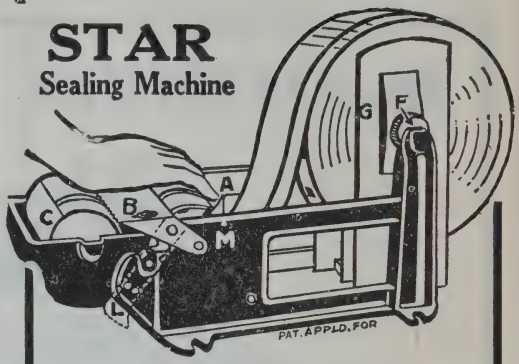
Prices quoted on standing orders according to amount ordered per week.

Due to increased manufacturing costs we have dispensed with free samples.

RED STAR COMPRESSED YEAST CO.

KANSAS CITY, MO., BRANCH
1414 Wyandotte St.
OKLAHOMA CITY, OKLA., BRANCH
719 No. Hudson St.

STAR
Sealing Machine



An indispensable device for users of gum tape. Sets on counter—takes up very little space. Has brass sanitary roller that moistens the tape. Holds any size tape up to 3 inches wide.

Price of Machine - -	$5.00
1-2 in. tape roll - - -	.20
3-4 in. tape roll - - -	.35
1 in. tape roll - - -	.45

Brown tape only kept in stock.
Tape 10% less in 10 roll lots.

The S. W. Noggle Company
Kansas City, Mo.

Needle Point Ice Chipper

This is a handy tool for the ice cream worker. A little pushing stroke at proper angle will furnish a tub of ice in two minutes. Does not scatter. Length 9¼ inches; made of tinned iron with steel points. Wood handle.

Price, each 35c

The S. W. Noggle Co.

KANSAS CITY, MO.

"Double Quick" Insect Powder

Kills 'em quick, hence the name. Cockroaches, lice, moth, ants, flies, mosquitoes, gnats, bed bugs and **OVEN LICE.**

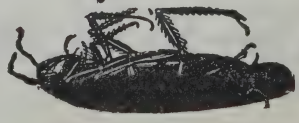
1 large Bellows, 23 in. over all..$2.50

Sold only with 5 and 10-lb. pkgs.

Powder, 10-lb. pkg. $12.50

5-lb. pkg..... 6.50

Trial pkg. 1.00



NOGGLE Sells It

The Drink that Satisfies

NOGGLE'S ORANGEADE is a trade builder for your fountain—ready to serve with only water added—a big profit yielder. Start it early in the season, and you'll be well pleased with results. See Bull Dog, page 24, for prices.

YOU NEED THIS— NOGGLE SELLS IT

Fig. 84002.

New Style Crushed Fruit Bowl. (No. 843.)

Capacity, 2 quarts. Takes up very little space on counter. Only 6½ inches wide by 7 inches high. Nickel-plated hinged cover with support for ladle.

Price, each $2.50

Noggle's

1919 Ice Cream Can and Tub Prices

FLAT BOTTOM ICE CREAM CANS		
1-quart size	Each	$1.00
2-quart size	Each	1.25
3-quart size	Each	1.40
4-quart size	Each	1.55
6-quart size	Each	1.80
8-quart size	Each	2.00
12-quart size	Each	2.40
16-quart size	Each	2.70
20-quart size	Each	3.20
30-quart size	Each	4.00
40-quart size	Each	5.40

HEAVY PACKING TUBS		
1-quart size	Each	$1.10
2-quart size	Each	1.30
3-quart size	Each	1.60
4-quart size	Each	2.15
6-quart size	Each	2.60
8-quart size	Each	3.30
12-quart size	Each	4.00
20-quart size	Each	6.00
40-quart size	Each	9.10

On orders of $50.00 to $100.00—5 per cent discount.
On orders of $100.00 or over—10 per cent discount.

The S. W. Noggle Company
Kansas City, Mo.

Paper Cup-Cake Baking Cups

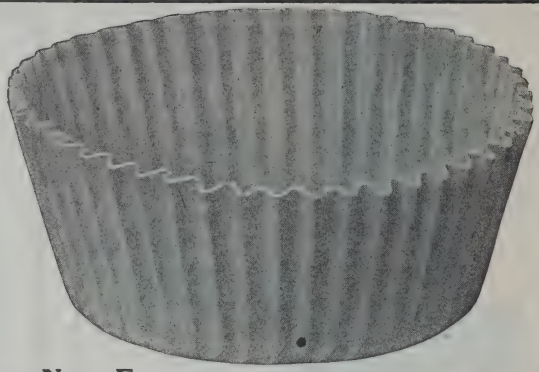
Useful - Sanitary - Economical

Made of Special Heavyweight Wax Paper

The cup-cakes are baked and sold in these paper cups. No pans to grease or clean. A very sanitary and economical cup-cake that your trade will be pleased with. 2¾ inches diameter at the top; 2 inches diameter at bottom; 1 inch deep. Packed 1000 to box.

Price, Per 1000, $2.00

No order taken for less than 1000



Order Now From

THE S. W. NOGGLE CO., Kansas City, Mo. *The House of Quality and Service*

Extracts Flavors

No baker's stock of supplies is complete without the

Noggle Line of Extracts, Flavors, Colors, Oils, Etc.

Our Extracts and Flavors are made with special view to giving a fine and finished flavor to all oven goods.

If unacquainted with this line of our goods, order a sample lot and test them for yourself. You will find them described fully in the Price List pages of the Bull Dog.

The S. W. Noggle Company, Kansas City, Mo.

Soda Fountains and Supplies

RIGHT NOW is the time to go over your equipment and replace all shortages. Remember, we carry a complete line of Wire Furniture, Tables and Chairs, Crushed Fruit Bowls, Chocolate Pots, Soda Spoons, Fruit Ladles, Soda Glasses and Holders, Sundae Cups, Banana Splits, Straw Holders, Ice Cream Dishers, Syrup Bottles, Serving Trays, Ice Scoops, Menu Holders, Syrup Percolators, Milk and Lemonade Shakers, Tumbler Brushes, Lemon Squeezers, Ice Picks, Square End Spoons, Etc.

Ask for quotations on any outfitting you need.

S. W. NOGGLE COMPANY, Kansas City

Surroundings That Mean SUCCESS

In justice to the commodities that you place before your trade it is of the utmost importance that they be presented to the best advantage. To do this your place of business as well as your goods should be pleasing and inviting so as to attract the eye of the consuming public.

To assist in making these conditions possible

Wyandotte Detergent

will insure floors, ceilings, walls and woodwork that are thoroughly clean and sanitary.

Tile, terrazzo, marble and mosaic cleaned with this material will fairly shine with cleanliness and not become dull, slippery or otherwise unattractive.

Wyandotte Detergent used on walls, woodwork, ceilings, etc., will, likewise cause them to retain their original beauty and be a source of good will as well as an additional profit realized from unnecessary repainting.

Your order for this efficient material will receive prompt attention.

Indian in diamond

in every package

S. W. Noggle Co.

Kansas City, Mo.

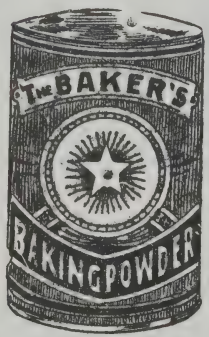
"11 COME 11"

If it's LEAVENING you want, you need OUR

Special Baking Powder

Works only when the heat strikes it—will stand in the dough for hours.

Price, 13c per lb. in 5-lb. cans.
In 120-lb. cases, 10c per lb.



OUR STAR BAKING POWDER

Is similar to **Baker's Special**, but made from different materials, and is worth the difference.

In 5-lb. cans .....17c per lb.
In 60-lb. cases .....15½c per lb.

IF IT IS PRICE YOU WANT

ZACAPA BAKING POWDER works similar to the above-mentioned brands.

In 5-lb. cans. . .....11c per lb.
In 60-lb. cases. . .....10c per lb.

Zacapa is the best Baking Powder made for the price.

Z
ACAPA

All our Baking Powders are guaranteed. They have been 20 years on the market amongst practical bakers. You take no chance when dealing with the Noggle House. Money back if not satisfied.

THE S. W. NOGGLE COMPANY

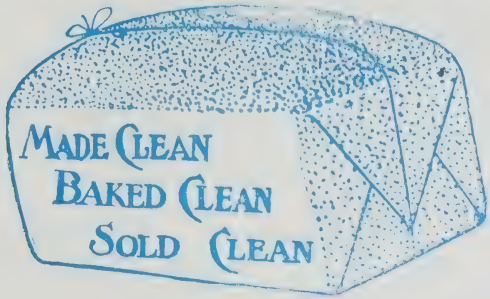
Biggest Bakers' Supply House in the United States.
Publishers of "The Bull Dog"—the Bakers' Trade Journal.

THE BULLDOG

Printed Wax Bread Wrappers

ADDITIONAL SIZES—REVISED PRICES.

THE BREAD OF QUALITY



MADE BY

Elite Cafe & Bakery

Phone 764

DESIGN 91 THE S. W. NOGGLE CO. KANSAS CITY MO ANY WORDING DESIRED.

We are prepared to fill your orders for printed, waxed wrappers, promptly. Samples of paper and designs sent on request.

Dry-waxed paper—not self-sealing.

	12x16	13x16	13x17	13x18	14x16	14x18	14x20	15x18	15x20	15x22	16x26
Single Thousand	$4.25	$4.40	$4.55	$4.65	$4.50	$4.75	$5.00	$4.90	$5.15	$5.30	$6.25
2,000 to 4,000	3.60	3.75	3.90	4.00	3.85	4.10	4.40	4.30	4.75	4.90	5.85
5,000 to 9,000	3.25	3.45	3.60	3.70	3.55	3.80	4.10	4.00	4.50	4.65	5.60
10,000 to 24,000	3.10	3.30	3.45	3.55	3.40	3.65	4.00	3.90	4.40	4.55	5.50
25,000 to 49,000	3.00	3.20	3.35	3.45	3.30	3.55	3.90	3.80	4.30	4.45	5.40
50,000 and upward.	2.90	3.15	3.30	3.40	3.25	3.50	3.85	3.75	4.25	4.40	5.35

Quantity prices apply to the number ordered in each size, design or color of ink, and not quantities made up of different sizes, designs or colors, and are printed in blue, red or black ink from our stock or type designs. Ask for price on special designs.

When ordering be sure to state: **How many wanted. Size wanted. Color ink to use. Design wanted. Exact wording wanted. If ounces are wanted, give number for each size.**

The S. W. Noggle Co., Kansas City, Mo.

BIGGEST BAKERS' SUPPLY HOUSE IN THE UNITED STATES

A Better Loaf
A Bigger Profit

Quality, that will please your trade, lessened cost of production that will please you—both of these are assured to purchasers of the

Noggle Perfection Dough Mixer

Made in sizes to suit the needs of any bake shop.
Testimonials from scores of satisfied users sent on request.

The S. W. Noggle Co.

The Quality Supply House of the West. Kansas City, Mo.

338.80 6580.5
B4D0 NOG

THE BULL DOG

Devoted to the Interests of
BAKERS, CONFECTIONERS, ICE CREAM MAKERS AND SODA WATER DISPENSERS

Vol. 9 MAY. 1919 No. 8

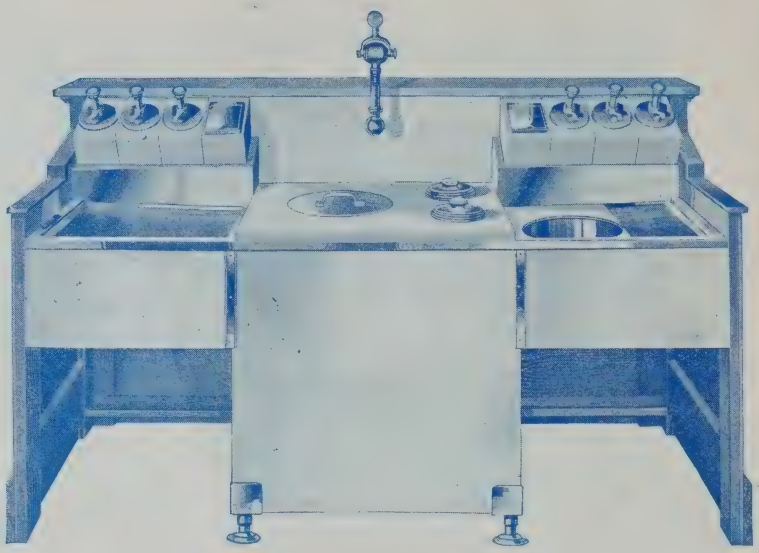
Published Monthly by
The S. W. Noggle Wholesale and Manufacturing Co.
SIXTEENTH STREET AND BALTIMORE AVENUE, KANSAS CITY, MO.

JULY FIRST IS COMING!

A Bilt-Rite Quality Fountain

WILL SAVE THE DAY FOR YOU!

You PAY no more for a Bilt-Rite —but you GET more.



6-Foot Baltimore Interior—A Real Fountain.

DELAYS ARE DANGEROUS

We have a line of these fountains in stock—set up here on the floor of our big salesroom—ready to pack and ship at a few hours' notice—no waiting to send to factory. Order now, and get your fountain going and be making money, while your competitor is still "thinking" about it. If you are going to buy a fountain this season, buy a Bilt-Rite, and buy it NOW, from Noggle.

In offering the "Bilt-Rite" Quality Fountain to the trade we are giving fountain dispensers the opportunity to purchase an outfit that is not only **built right,** but is absolutely faultless in all details of arrangement, and has a style all its own—a sure trade winner wherever it has been installed. Write for special Fountain Circular and let us quote you prices and terms.

With your fountain order we can ship all tools and materials—sundae glasses, sherbet cups, fruit bowls, dishers, holders, spoons, scoops, straws, etc., together with acids, phosphates, syrups, crushed fruits and all soda goods. We are the leading Soda Fountain outfitters of the West.

The S. W. Noggle Company

KANSAS CITY, MO.

The Bull Dog

—Trade-Mark, Registered—

Published Monthly By

THE S. W. NOGGLE WHOLESALE & MANUFACTURING COMPANY

Sixteenth St. and Baltimore Ave., Gateway Station, Kansas City, Missouri

Devoted to the Interests of

The Baker, the Confectioner, the Ice Cream Maker and the Soda Fountain Dispenser

Subscription, Free to the Trade; to All Others, 10c a Copy; $1.00 a Year.

Please address all correspondence regarding this publication to

EDITOR, THE BULL DOG,

Care S W Noggle Wholesale and Manufacturing Company, Gateway Station, Kansas City, Mo.

Vol. IX MAY 1919 No. 8

ALWAYS JOY.

Look up, not down! Just smile, not frown!
Our life is what we make it;
Forget the past—clouds cannot last—
There's joy if we but take it.
—By Carleton Everett Knox.

—N-O-G-G-L-E—

ARE YOU SATISFIED?

If the Good Book is to be believed, Old Man Solomon had a thousand wives. The Book does not say, as we recall, that he had been in the divorce court 999 times when the one thousand record was written, and we therefore presume that he had a thousand at one and the same time.

And Solomon was a wise man! We can't disbelieve the Good Book, and the only way we can reconcile Sol's wisdom with that one-thousand record, is to conclude that each of the gossiping O. T. poured her tale of woe into his ears daily, in which event do you wonder that he was wise? Could any man remain in ignorance long, with one thousand wag-tongues moving in his hearing daily, and constantly, and forever?

Amongst the one thousand, there were all shades of blondes, brunettes, drug store fades, and only a few grays and growing-gray; for were they not a thousand wise wives (all women are beauty wise, you know), and would any of the thousand permit her age to tell against her looks, so long as there was a drug store open? Each of the thousand would have to make a showing in Sol's eyes, and the gray hairs would be plucked one at a time, possibly, if no black ink or egg dyes were available to change the color.

But—Sol's wisdom! Did you ever question it? Think of Easter and a thousand wives in the same think, if you can, and you are almost compelled to doubt the Good Book. A thousand Easter hats, in a thousand different shapes, shades and materials—no two alike—each to cost exactly the same price or a thousand scraps for Sol before the morning church bonnet parade! A thousand new Easter gowns, also different in a thousand ways—except price, yet all "in style!"

But—let's stop! We believe the Bible. There is no record of any trouble with Solomon and either of his thousand wives, and in the absence of any evidence for the plaintiff, we must find for Sol.

And we must believe he was some wise gazabo, or he couldn't have sat at the head of the table and said "grace" for a thousand households, without a record different from that which we read in Holy Writ.

Sol! Sol! We in these days have to be satisfied with one wife, and when we think of our own troubles in keeping one home-fire burning—one larder with a plentiful supply of jerked beef and beans, one string of hats, gloves, shoes, gowns and the many gewgaws our one wifelet must have and can't live without, because every other woman of her acquaintance has 'em, we are glad, aye, glad indeed, yea, verily, glad again and once again, that we are 999 times ignorant.

We believe the Good Book, Sol! You were a wise man.

But we are satisfied, Sol, that we are so ignorant.

—N-O-G-G-L-E—

A broken promise can be repaired, but it can never be made as good as new.—The Kodak Salesman.

LIAR AND CHEAT.

Edgar A. Guest, one of the most widely known of present day newspaper poets, expresses himself as follows regarding the man who stoops to baseness in his dealings:

Oh, the goal and the fame and the golden prize
Must honor the man who gains them,
But over and over the shame shall rise
If ever a blemish stains them.

For a liar's a liar whatever he gains;
And he that for fame has cheated,
To the end of his life a cheat remains,
Though high on a throne he's seated.

And he that has stepped from the path of right—
Played false for his proud successes—
Remains unworthy and base, despite
The medals that he possesses.

Better never the wreath of fame
And never a touch of glory
And never the goal, than a hint of shame
Should blemish the victor's story.

—N-O-G-G-L-E—

THE "CALL TO COLORS."

A United States Senator, who all his life has been "mixed up" with social and political affairs of city, state and nation, and is therefore qualified to speak, says that the greatest prohibition battle is yet to be fought—that the enforcement of National Prohibition will call forth all the watchfulness and resourcefulness of ALL the friends of the Great Cause. There must be no slacking, no laying down, no letting up, no quitting the job until we have prohibition of intoxicating drinks in fact as well as in law.

Hence, the imperative call that comes to every friend of sobriety—a call to stand fast in the faith, to not weaken before the storm of protest that is rising from blood-sucking brewers and paid hirelings who go among laboring men and incite them to cry, "No beer, no work!" And then the moral support that must be given to every man whose duty it is to enforce the law—the revenue officers of the Government and police officers of the cities who can effectively enforce prohibition only as they are supported by public sentiment. Get on the "firing line"; make your influence felt in this closing engagement of the greatest battle that ever was fought. If you believe in prohibition, now is the time to make that belief effective.

—N-O-G-G-L-E—

TEAM-WORK.

Do you know what really won the war? It was the carrying out of that co-operative spirit of all the liberty-loving people of both continents, expressed so admirably and tersely in Kipling's lines—

"The everlastin' team-work
Of every bloomin' soul"—

That will win any game, either of war or peace. Bakers should get together and work together. There are plenty of "wrongs" to right (and fight) without wasting any of their energies or resources in quarreling among themselves—cutting prices, and otherwise "cutting up."

The European war is over, the American war for business has just begun. Get right as to the facts—get in touch with your fellow bakers—play the game as a unit—and you'll stand a chance of getting somewhere. Standing out by yourself, you are liable to be hit by a "sniper." Team-work is the stuff—start it in your home town, and then let 'er spread as far as your acquaintance and influence can reach.

—N-O-G-G-L-E—

GETTING USEFUL INFORMATION.

A man had just arrived at a Virginia summer resort. In the afternoon he was sitting on the veranda when a handsome young woman and her six-year-old son came out. The little fellow at once made friends with the latest arrival.

"What's your name," he asked. Then, when this information had been given, he asked, "Are you married?"

"I am not married," the man responded with a smile.

At this the child paused a moment, and, turning to his mother, said, "What else was it, mamma, you wanted me to ask him?"—Judge.

—N-O-G-G-L-E—

"Anybody can give away goods, or charge them off on his books, but the shrewd business man sees to it that he gets one hundred cents on every dollar coming to him."

BUSINESS IS BUSINESS.

(By Berton Braley)

"Business is Business," the Little Man said,
"A battle where 'everything goes,'
Where the only gospel is 'get ahead,'
And never space friends or foes,
'Slay or be slain,' is the slogan cold,
You must struggle and slash and tear,
For Business is Business, a fight for gold,
Where all that you do is fair!"

"Business is Business," the Big Man said,
A battle to make of earth
A place to yield us more wine and bread
More pleasure and joy and mirth;
There are still more bandits and buccaneers
Who are jungle-bred beasts of trade,
But their number dwindles with passing years
And dead is the code they made!

"Business is Business," the Big Man said,
But it's something that's more, far more;
For it makes sweet gardens of deserts dead,
And cities it built now roar
Where once the deer and the gray wolf ran
From the pioneer's swift advance;
Business is magic that toils for man
Business is true romance.

"And those who make it a ruthless fight
Have only themselves to blame
If they feel no whit of the keen delight
In playing the Bigger Game,
The game that calls on the heart and head,
The best of man's strength and nerve;
'Business is Business,' the Big Man said,
'And that Business is to serve'!"

—From "The Nation's Business."

—N-O-G-G-L-E—

NO CHEAP BREAD YET AWHILE.

There are a few people in every community who are looking forward to the return of the 5-cent loaf of bread; and a few uninformed bakers may be doing likewise. But the wise baker, when this question is put to him, should state knowingly and positively that such a thing is impossible until price conditions change. Absolutely nothing doing!

The Food Administration officials, together with the Grain Corporation, have had this question up with the National Bakers' Association, and all are agreed that until flour can be sold around $6.00 per barrel, a pound loaf of bread cannot be sold for 5 or even 6 cents, without a loss to the baker.

Flour now costs the small baker between $11.00 and $12.00 per barrel, and everything that goes with it (but water) in making a loaf of bread, is still selling at "war prices," and may continue for many months yet to come.

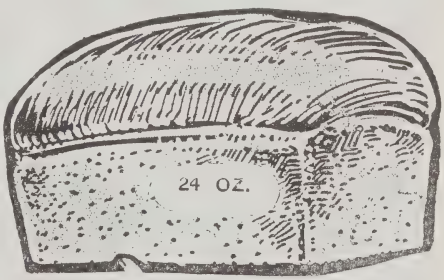
So, the Bull Dog's advice is, to stand your ground. Give the facts to the people who want 5-cent bread—tell them it "can't be did" under present conditions. Bake a quality loaf, and get 10 cents for the pound size and 15 for the pound and a half. You can't sell for less and have a profit.

—N-O-G-G-L-E—

GIVE FULL WEIGHT.

Complaints have come in from a number of sources that bakers are skimping the weight of the 15-cent (pound-and-a-half) loaf. Reports show that many of these loaves weigh only 19 and 20 ounces, instead of 24. Here's where the baker is hurting himself and his trade, by putting himself "in bad" with the public.

That big 15-cent loaf ought to call forth his best efforts—it should be his



ambition to make it good to look at, good to eat, and full weight. For here's the chance to build up a demand for a loaf that will bring you the most profit for the least labor. It costs no more in handling, to shape and bake and sell a 15-cent size loaf than a 10-cent size, and your profit is 50 per cent more.

Cater to the trade that buys the big size loaf, and for the love o' Mike, don't put a crimp in your business by skimping its weight—for the public is weighing and measuring the food it is buying these days.

There's an old saying that never was more applicable than today: "Honesty is the best policy."

—N-O-G-G-L-E—

Don't wait until June 30th to buy a soda fountain—the country goes dry July 1st. Be ready—ask Noggle.

A WELL SPENT DAY.

Take a little dash of water cold,
And a little leaven of prayer,
And a little bit of morning gold,
Dissolved in the morning air.

Add to your meal some merriment
And a thought for kith and kin,
And then as your prime ingredient
A plenty of work thrown in.

But spice it all with the essence of love,
And a little whiff of play,
Let a wise old book and a glance above
Complete the well made day.

—Wells.

—N-O-G-G-L-E—

JOIN SOMETHING.

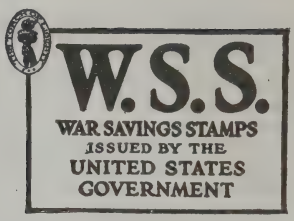
If you are a baker, and your town is big enough, organize a local association, and then work with your state and national associations; if you are a candy maker, or a restaurant owner, do the same thing. Get together; work in unison and in harmony. This is your only chance for getting anywhere and maintaining your existence. There are organizations of most all the "big fellows" who manufacture your products; there are organizations and unions of salesmen, drivers, clerks and workmen. You are "between the devil and the deep, deep sea," and unless you and your fellow members of the same lines of trade stand solidly together, you are more than likely to get the "short end" of the deal every time.

Organization and association of tradesmen bring the members into a feeling of common interests, and lead to the betterment of conditions in many ways. If there are only two or three of you to start with, make the start, and grow bigger and stronger. This is a period of re-adjustment in business affairs, and only those tradesmen and organizations that are prepared to "make a fight" if necessary, will come through alive.

Organize! "Join something!"

—N-O-G-G-L-E—

You are missing an opportunity to create some new trade by not using Noggle's Cream Pie Filling Powders—flavored in lemon, orange, pineapple, strawberry and cherry.



CARRY ON!

Uncle Sam is releasing from his service the men who went "over there" to free the world from autocracy. Thousands of soldiers are daily receiving their honorable discharges; they pocket their pay, bid farewell to their comrades, and sally forth—civilians.

There is one army, however, which must not be demobilized. That is the army of War-Savings Stamps buyers. More recruits are needed to carry on the campaign of readjustment which follows the signing of the armistice.

The army of fighters has achieved its purpose.

The army of savers must remain in "action."

"Carry on" to a lasting peace under the banner of W. S. S.!"

—N-O-G-G-L-E—

BREWERS TO MAKE CANDY.

After July 1, brewers in widely different section of the country are planning to enter other lines of manufacturing, and among these, candy making and soft-drink bottling will have a large part. Three big Boston brewing companies have already applied for licenses to manufacture candy and chocolate goods, while the Cullen Ice & Beverage Co. of Salt Lake City will convert their plant (once the home of "American Beauty" beer) into one of the most modern candy factories in the U. S.

It has been shown by experts who have been examining brewing plants, that very little rearranging in machinery and equipment will be necessary to change from beer to soft-drinks, and even to candy making. The fact that all breweries are equipped with cold storage plants, and many manufacturing their own ice, gives them the refrigeration necesary to the proper handling of fountain and confectionery products.

—N-O-G-G-L-E—

SHAM AND REAL.

The real citizen is one who accepts his part in building up the community in which he lives.

The sham citizen is he who professes to believe that he has no responsibility other than to exist.—"Bottles."

WHAT TO BUILD ON.

Quality bread, as a product of your shop, is absolutely the foundation of your business success. You stand or fall by the kind of bread you bake. Occasionally you hear a baker say: "It don't pay to bake the best, for people don't know it; so, what's the use?"

That they don't know and appreciate the "best" is your own fault. First, bake it; then, tell it, and if it is true, you can't drive people away from your store.

—N-O-G-G-L-E—

A QUESTION OF PROFITS.

Some bakers, we regret to note, are going back to the old, ruinous, pre-war practices—trying to get business by cutting prices.

Just take your pencil and do a little figuring: Here is flour costing you around $12.00 per barrel in small lots, and shortening, sugar, eggs, milk, molasses and every ingredient that enters into bakery products, still 'way up. Suppose you can bake a pound loaf for 6 or 7 cents, actual cost; selling at 9 cents (or three-for-a-quarter as some are doing) cuts your legitimate profits fully one-half. Instead of getting a margin of $3.00 on every hundred loaves you bake, you are lucky if you get a dollar.

Get it all—every penny that is coming to you—and then you won't have any too much. Few bakers grow rich at the trade, and no price-cutter ever amassed a fortune. Get full price!

—N-O-G-G-L-E—

TWO GOOD THINGS COMING.

The return to 2-cent first class postage and National Prohibition are both scheduled for July 1. Come on! The country can stand a lot of changes like these.

—N-O-G-G-L-E—

Better bread, bigger yield, more profit—that is what the use of Dry Milk Powder gives the baker who uses it.

WHEN BUYING A FOUNTAIN.

When a man buys his first soda fountain, like when buying his first car—or marrying his first wife, he is apt to be influenced by "fancy" in his choice, rather than the advice of friends who may know the merits of the fountain (or car, or woman), better than he does.

It is a good thing, sometimes, to listen to others, particularly if they have had any personal experience with the objects or subjects under consideration. A man who has operated a certain make of soda fountain, and knows how it will stand up under pressure of "rush days" in all seasons, and look as "good as new" afterwards, is certainly qualified to speak of its stability.

The "Bilt-Rite" line of fountains sold by the Noggle House, has made steadfast friends wherever installed. Don't be misled by fanciful designs and "trimmings," get something solid—a fountain that has stood the test. Ask us for full particulars.

—N-O-G-G-L-E—

A BIG DAY COMING.

Decoration Day (May 30) this year will be the greatest one in the history of the Nation—with thousands of overseas soldiers home. It ought to be a good day for bakers, caterers and fountain men, if they are ready for it with liberal stocks. Order early.

—N-O-G-G-L-E—

A FALSE ALARM.

"You ought to have seen Mr. Marshall when he called upon Dolly the other night," remarked Johnny to his sister's young man, who was taking tea with the family. "I tell you he looked fine a-sitting there alongside of her with his arm——"

"Johnny!" gasped his sister, her face the color of a boiled lobster.

"Well, so he did," persisted Johnny. "He had his arm——"

"John!" screamed his mother frantically.

"Why," whined the boy, "I was——"

"John," said his father sternly, "leave the room!"

And Johnny left, crying as he went.

"I was going to say that he had his army clothes on!"—London Opinion.

YOU SHOULD KEEP BOOKS.

Keeping accurate records of receipts and expenses, is not only a great help toward your making a success of your business, but it is the only safe course to pursue during the next few years, while the Government is getting money to pay the war taxes.

You cannot possibly make a correct income tax report unless you keep a daily record of your business transactions, and it is up to every manufacturer and retailer of goods to comply with this law or suffer severe penalties.

In order to help our customers meet this new obligation we have arranged with the publishers of an accounting system that is at once simple, but adequate for all ordinary needs. "Greenwood's Approved Business and Income Tax Record" will give you an inexpensive book in which to keep all your accounts for the entire year. There is space for each day's transactions for a period of fifty-two weeks, and you can begin it at any date you choose.

The important thing is to make a beginning, and then carry it through, and save yourself from any chance of a lot of grief with the Internal Revenue Collector.

The publisher's price of this book is $5.00. We have arranged to supply all Noggle House customers with a copy for $3.00, plus postage, unless ordered with other goods.

THE S. W. NOGGLE CO.,
Kansas City, Mo.

—N-O-G-G-L-E—

GET WISE TO THIS.

Dry Milk Powder is real milk with the moisture taken out—all the fats, solids and nutritious properties are left in the powder. Just add water in proper proportion and you have fresh milk, much or little, as you wish—and no souring, no waiting for the milkman, and a great saving in cost.

You can make just as rich and finely flavored bread with Milk Powder as with raw milk. Convince yourself with a trial. Free sample sent on request.

WATCH THE STOCK PEDDLERS!

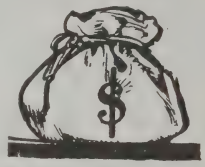
Readers of the Bull Dog: Get the names and addresses of all persons and companies offering you speculative, doubtful stocks and securities in exchange for your Liberty Bonds, with copies of their "literature." Mail them promptly for investigation to the Federal Trade Commission, Washington, D. C.

—N-O-G-G-L-E—

GET YOUR TAX CHECKS.

If you want to keep an honest record of your soda sales for the Government, and eliminate all trouble in paying the "luxury tax" on all drinks, creams, ices, etc. You should by all means provide yourself with Tax Checks. It's the easiest and safest way. See extended notices elsewhere in this issue of the Bull Dog.

—N-O-G-G-L-E—



THE SAVING HABIT.

No lesson, taught Americans by the war, will have a greater influence for good on the coming generations of the Nation, than that of Thrift. We were spendthrifts of the most pronounced type. "Come easy, go easy," was the universal rule. The higher the pay of the wage-earner, the more freely he felt it a duty to spend; the larger the income of the rich man, the more he felt called on to squander. The war changed our habits—Liberty Bonds and Thrift Stamps made it possible for everyone, rich and poor alike, to save. Let's not forget the lessons taught us.

—N-O-G-G-L-E—

BETTER BREAD—BETTER PRICE.

A "better loaf" will sell at the top price. If you are baking "quality bread," do not let anything tempt you to cut the price. Bake it good, and sell it right, and you will have little to complain of.

—N-O-G-G-L-E—

THE PART THAT'S ALWAYS PROMPT.

Manager—"Telephone service prompt?"

Subscriber—"Parts of it. The bills always get around on time."—Mountain States Monitor.

—N-O-G-G-L-E—

ARE YOU MEETING THE TEST?

The successful bakery (or any other line of business) is the result of careful planning and lots of hard work.

For The Bakeryman

BAKERS URGED TO BUY SUGAR.

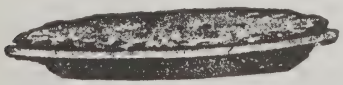
The Food Administration urges upon dealers in refined sugar the desirability of their replenishing their stock now to insure against the possibility of local shortages, particularly in the Eastern part of the country, later on when the demand comes for canning. This demand may be further accentuated by the expected increase in consumption of sugar and its products in candy and sweet drinks as a result of coming prohibition.

The foreign demand for sugar this year is estimated at 650,000 tons, as compared with 150,000 last year and a normal of 50,000. Of this year's European requirements, 550,000 tons have already been contracted for. This sugar will go forward in the first nine or ten months of the year instead of being spread over twelve. If American buyers do not exercise precautions they will find themselves unable to secure the sugar they will require later on, during the large consuming months from June 1 to October 1, since the refiners' ability to deliver is limited.

There is not, in the opinion of the Sugar Board officials, any actual shortage of sugar now and no prospect of one, at least before next fall, but on the other hand there is no prospect of any material change in price that would justify merchants in delaying their buying orders.

—N-O-G-G-L-E—

ALWAYS GIVES SATISFACTION.



Bakers and pastry-makers will find Noggle's Whip Top Powder one of the most convenient and quality producing materials to have among their supplies. For soft pie topping and meringues, it has no superior on the market.

TRANS-MISSISSIPPI BAKERS AT ST. LOUIS.

The entertainment committee of St. Louis bakers who are planning for the annual convention of the 4-State Bakers' Association on June 3, 4 and 5, are confident that they will be able to show all visitors a good time—"the best ever!"

The visiting ladies will receive special attention. The social events for the three days include a reception for all members Tuesday morning, and a "smoker" for the men in the evening, with theatre parties for the ladies. Wednesday night a big banquet will be spread for everybody. A shopping tour has been arranged for the ladies Thursday morning and an automobile trip in the afternoon, to Forest Park, Shaw's Garden, and other places of interest, to be followed by a general reception to all delegates and visitors Thursday night.

The famuos St. Louis Singing Society will be a feature of all the social programs. It will be a fine place for every baker affiliated with the Trans-Mississippi Association to go—and don't forget to take your wife. She'll enjoy it perhaps more than you, and you will both come home feeling more in the notion that the life of the baker is worth while.

—N-O-G-G-L-E—

BETTER BREAD—BIGGER YIELDS.

This is what Dry Milk Powder gives you. Don't be satisfied with putting out an inferior quality of bread when the use of Milk Powder will give you a finished and improved product—that will build up your trade and increase your profits.

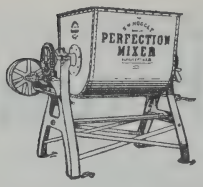
If you have never used Dry Milk Powder in baking, ask the Noggle salesman who makes your territory, or write direct to the House. Free sample and full instructions to anyone who wants to try it out and satisfy himself.

—N-O-G-G-L-E—

Get out of the rut—plain bread and rolls are good, but your trade wants a little something new at times. Make a few new cakes—a few new kinds of pies, and hear the trade talk about your progressiveness.

—N-O-G-G-L-E—

Have you tried Ka-Flav? It is unexcelled for flavoring cakes of all kinds.



SAVE YOUR FLOUR.

Flour is still high—and it will be high until the new wheat crop comes in—and then maybe it will not be any lower.

A recent daily market report showed that the Food Corporation had over one million barrels of flour and nearly fifty million bushels of wheat en route to Europe to feed the hungry of the war-stricken countries. That don't look much like lower prices for any kind of foodstuffs here, until Europeans get to producing cereal crops sufficient for their needs.

What are you going to do about it? Why not begin now to save on your flour? The Noggle Perfection Dough Mixer is the acme of perfection in economy. It takes up every particle of the flour and dough—nothing left around the edges or sides of the mixing bowl. The saving on every bag of flour will more than pay interest on the investment, besides saving you time and labor and giving you a better-grained loaf of bread, mixed by the most approved sanitary method.

Hundreds of bakers throughout the Southwest are using a Perfection, and making all kinds of money. If you bake as many as 300 loaves a day, a dough mixer can be installed to your profit. Let us send you testimonials of satisfied users, and prices and terms. No trouble to answer questions. Write today.

—N-O-G-G-L-E—

NEW ENGLAND BREAD.

Straight Dough.

3 gal. water
14 oz. Dry Milk Powder
10 oz. compressed yeast
½ pt. malt extract (or 6 oz. dry malt)
1 to 1½ lb. shortening
14 oz. salt
10 lb. much (boiled cornmeal)

About 60 to 62 pounds rich patent flour (or a blend of 3 parts strong bread flour and 1 part pastry or soft winter patent) is required.

Directions—Mix the malt with the yeast and little of the water and add to the dough, after half the flour is mixed in. Mix dough not too stiff, and have it at least 82 degrees. Don't let dough get too ripe the first time, so that is sinks way down by simply pushing your hand into it. Cut it down in about 3¼ to 3¾ hours, and let rest again for ½ hour to ¾ hour, when it is ready to be made up. Never use the water too hot, rather warm some of the flour in winter, when it is rather chilled or below 65 degrees; mix the warmed flour with the other and sift thoroughly to aireate it, before mixing the dough. When you add mush to this so-called New England dough, the dough does not needed to be punched so often, in fact can cut it over instead of punching it down. Do not give too much proof in the pans, and bake out well in not too hot an oven.

—N-O-G-G-L-E—

Plain Cake Mix.

24 oz. sugar
16 oz. butter and lard
10 eggs, or equivalent in Egg Powd.
1 pt. milk, or equivalent in Milk Powder
2¼ lbs. flour
1¼ oz. Baker's Star Baking Powder
Flavor to suit.

This is what we call a "stock mixture" out of which you make several kinds of cake by changing or adding to the ingredients. With a little more flour and fruit added, it will make a light citron, sultana, raisin or nut cake. If the mixture is worked more after the flour has been added, it will make a cup cake or drop cake. By adding a little more milk it can be made into a layer or sheet cake. If whites of eggs are used instead of whole eggs, it will give you a lady cake, princess, white mountain or silver cake. If a few ounces of chocolate are added along with a little powdered sugar, it will make an excellent chocolate cake, and if you color a part of the mix red and use the chocolate, red and plain color combined, you will have a marble cake.

Cream, butter and sugar and gradually work in the eggs, add part of the milk, draw in flour and baking powder, then the rest of the milk and finish mixing. Bake in about 280 to 320 degrees F.

—N-O-G-G-L-E—

Don't allow yourself to be handicapped for want of sufficient tools and machinery to care for your trade. Prepare beforehand. Get our Tool Catalogue and price list and fit your shop up with modern appliances, furnishings, etc.

—N-O-G-G-L-E—

Texture, grain, bloom and flavor of loaf are all improved by the use of Dry Milk Powder.

RAISIN BREAD.

(Fifty 1-lb. Loaves.)

5 oz. fat
1½ pt. molasses
6 oz. salt
1½ oz. spice extract
18 lb. mixed flour
25 lb. sponge
6 to 8 lb. seeded raisins
½ gallon milk (solution)
½ gallon water
4 lb. bread crumbs

Break down the sponge with the milk and salt. Mix molasses with the water and the crumbs; then mix in fat and flour to make a medium soft dough. Let come up only once and press down and take to bench to scale off. Only medium proof in pan. After baking wash immediately with boiled corn starch wash.

—N-O-G-G-L-E—

Oatmeal Cake.

First mix and sift together thoroughly.
4½ lb. wheat flour
1 lb. cornstarch or corn flour
1 oz. salt
5 oz. good baking powder

After being sifted mix in also 1¼ lbs. oatmeal or oat flakes. Now mix and cream together in bowl or machine.
3½ lb. granulated sugar.
2 lb. vegetable fat
1¼ lb. butterine or butter
½ pt. good molasses
1½ lb. of the mixed flour

Now rub in gradually balance of the mixed flour.
½ oz. nutmeg
3 pts. eggs
3 pts. milk

Let dough stand awhile before cakes go in oven. Sprinkle some fine powdered sugar in middle of each cake like for wine cake. Bake in a medium hot oven. You can also bake these in small cup cake moulds, selling at 18 or 20 cents per dozen.

Oatmeal Cookies.

4½ lb. cake flour (wheat)
2½ lb. oatmeal or rolled oats
3½ lb. cane sugar
1½ oz. salt
5 oz. baking powder
1½ lb. vegetable fat
½ pt. molasses
½ oz. soda
½ oz. mace
½ oz. nutmeg

Add sufficient water or milk to make a medium stiff dough. Mix sugar and shortening first thoroughly, then add molasses and one quart of water and soda and mix with the oatmeal, and let this stand and soak for sometime. Sift the baking powder into the wheat flour and add this last.

—N-O-G-G-L-E—

PIE FILLING POWDER.

Some of you bakers are overlooking a "big bet" by not making soft pies, and plenty of them. Why let your neighbor down the street get all that business, or why compel the housewife to bake her own soft pies?

Noggle's B-D Brand of Pie Filling Powders will solve your trouble. Ask for free sample of Noggle's Pineapple Cream pie filling—enough to make two or three pies—costs you nothing to try it, and if your trade likes 'em, then buy some. This free trial is just so much "velvet" to you.

—N-O-G-G-L-E—

Waxed paper wrapper conserves the moisture in your bread, besides adding to the sanitation of the loaf. See third cover page of Bull Dog for sizes and prices of printed wrappers.

—N-O-G-G-L-E—

If you are sweeping and cleaning dry, why not use our Sweeping Powder? No dust—sweeps clean—leaves polished floor—just the thing. Sanitation is the watchword. Flying dust is both insanitary and ruinous to merchandise. Sweep clean with Noggle's Sweeping No-Dust Compound.

—N-O-G-G-L-E—

Cream of Maize is one of the best thickeners used by the baker. It is good in bread work, pie work and is almost indispensable as a general filler. Noggle has it.

—N-O-G-G-L-E—

Cemcoat Enamel is made expressly for bakers and confectioners, and there is nothing better to brighten up walls and wood work.

—N-O-G-G-L-E—

Can you get your share of the country's business after July 1st, without a soda fountain? Get ready—ask Noggle.

For The Confectioner

AND FOUNTAIN DISPENSER.

DO NOT ABSORB THE TAX.

On May first Uncle Sam will appoint you his tax collector. That in a sentence is the meaning of the federal soda beverage tax of one cent on each ten cent drink sold at the country's fountains. His instructions to you as to those beverages on which your customers must pay their tax and how you shall keep account of your collections for him will be issued about the fifteenth, and on another page of this issue of the Soda Fountain are the probable conditions of these rulings. But a basic fact to remember is that the Government does not expect—nor want—you as a soda fountain owner to pay this tax. Do not absorb it in your prices. Collect it from the public in addition to your regular price.

This soda tax is a consumer tax. When Congress drafted the law it said this plainly; and what is more, it made provision for the punishment of retailers who attempt to pervert its intention. You, as a retailer, pay now your full share of taxation in your income and excess profit taxes. This new tax is a so-called luxury tax must be paid by the consumer.—The Soda Fountain.

—N-O-G-G-L-E—

CLEANLINESS AT THE FOUNTAIN.

Your shop should be part of your religion; either be sincere or get out of church. Cleanliness is next to Godliness —Don't pray with finger nails in mourning. Don't wash glasses in water you wouldn't care to drink. If yon haven't time to clean mirrows and shelves, pull them down. A clean white jacket every morning is a duty, not a privilege; as necessary as trousers.

RE-PACKING ICE CREAM.

It will often be noticed that ice cream has crystals in it in the morning if it has been repacked over night. This can be avoided by proper handling. When the time comes to repack the ice cream, a clean paddle should be used and cream reworked into a smooth mass, for that next to the sides of the can will be much harder than what is in the middle. Of course, if a can is full or half full and the cream is solid right through, it is best not to be touched. Draw off the water in the outside receptacle and repack with salt and ice.

In reworking the ice cream, it is best to take the can out of the cabinet altogether and set it into a sink or on a table. Wring a cloth out of warm water and hold it for a couple of minutes around the can. This will loosen it so that it can be mixed up more thoroughly.

Do not forget that if you have kept your disher in a tumbler of water, it is likely to have dropped some of this into the container every time you dished out of it. This frozen water will make icy particles. Whenever you feel any of these, remove with a clean spoon.

When the cream has been worked and packed down, take a clean cloth, wring it out of hot water as dry as possible, and wipe the inside of the can above where the cream now stands. This will prevent a stale taste liable to communicate itself to the rest of the cream. With proper repacking, what is left over should be just as good the next day as ever.

Water ices and mixtures containing water cannot be handled in this manner.

—N-O-G-G-L-E—

ICE CREAM POWDER.

You can make just as fine quality ice cream with Noggle's Ice Cream Powder. as with gelatine, and save a lot of money. It causes cream to hold up and give a fine body and smoothness. Requires no soaking—always ready for use. Full directions with each package.

—N-O-G-G-L-E—

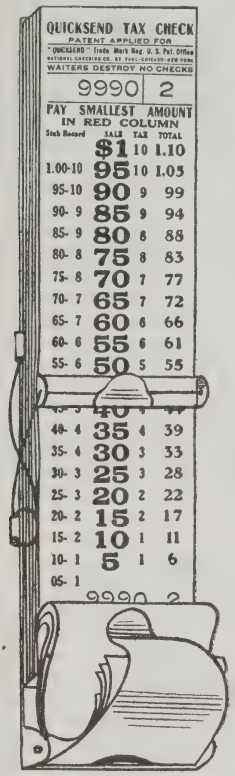
Carbonators, Soda Fountains, Ice Cream Freezers, Ice Crushers—ask Noggle.

—N-O-G-G-L-E—

Everything used at the soda fountain—ask Noggle.

THE QUICK-SEND TAX CHECK.

This is the quickest and safest device we have yet seen for computing the Internal Revenue Tax which is to be collected from the consumer after May 1 on all soft drinks, ice cream and fountain



dishes. You simply tear off the check at regular sale price, shown by central row of figures, and the added tax is computed and appears in red figures in the right hand column—this total being the amount the customer pays. The stubs which remain on the pad enable you to check up your sales and compute the amount of tax that you owe the Government.

All checks are packed 5,000 in a carton, weighing 8 lbs., and are numbered from 1 to 5,000 consecutively. We do not break cartons. Stock checks can be shipped immediately. Fifty record sheets are included free. Prices are as follows:

Holders, each	$ 0.75
10,000 stock checks	6.00
25,000 stock checks	13.50
50,000 stock checks	22.50

If sent by parcel post, postage is additional. Send all orders to

THE S. W. NOGGLE COMPANY,
Kansas City, Mo.

ANOTHER STYLE OF CHECKS.

The A. B. C. Tax Checks come in two styles—numbered and unnumbered. The numbered, of course, is the better form for record and for checking up.

These checks can be marked with lead pencil, or punched with your own spring punch. Prices are as follows:

In 10,000 cartons, per carton, numbered $4.50, unnumbered $3.75.

Holders not absolutely necessary, but are a great convenience. These come extra at 50 cents each.

Beginning May 1st, you **must** keep track of all soft drink sales, and collect tax for Uncle Sam. He will slip into your place of business unannounced like a cigar or tobacco inspector, and ask to see your Soft Drink Sales Record. What will you do, if you have none? Rather, what will Uncle Sam do? You can guess!

Be ready! These Tax Checks are now available Order from Noggle for **quick service.** No orders taken for less than 10,000.

The S. W. Noggle Company,
Kansas City, Mo.

—N-O-G-G-L-E—

HOW'S YOUR FURNITURE?

The season for "dolling up" your ice cream parlor is here, and dispensers of ice cream and fountain products will find that the addition of new tables and chairs will add materially to the attractiveness of the surroundings, and prove an effective aid in building up business.

Your glasses, dishes and other "fixings" will show up to much better advantage, and bring a better class of trade —that is, a class of trade that buys the higher-priced goods, and come back for more, when they find the surroundings inviting, and nothing will give more "class" to your parlor than your furnishings of tables and chairs.

The Noggle line of metal furniture for refreshment parlors, grill rooms and lunch counters is of the highest quality and latest patterns. Ask us about anything you need.

—N-O-G-G-L-E—

Serving cream in cones yields a double profit—on the cream and on the cone; besides, it is one of the most convenient ways (for you) in which to serve the cream—no dishes or glasses to wash afterwards. Ask Noggle for quotations.

FOR THE FOUNTAIN.

Mint Sundae.

Pour over plain ice cream in a sundae cup 1 ladleful of mint syrup and garnish with 2 sprigs of fresh mint and a blanched almond.

Hot Chocolate Sundae.

Pour hot chocolate syrup over plain or nut ice cream. Sprinkle with chopped nuts. This makes a delicious dish different from the ordinary.

Pineapple Sundae.

First take 2 dippers of vanilla cream, then a ladle of shredded pineapple, topping it with well-beaten whipped cream and Maraschino or candied cherries.

Oriental Cocoanut Sundae.

Put a No. 10 cone of vanilla ice cream into a sundae cup and pour over it a ladle of oriental dressing; sprinkle with grated cocoanut and top with whipped cream and a whole fig.

Chocolate Almond Sundae.

Put a cone of vanilla ice cream in a sundae cup and cover with chocolate syrup. Sprinkle with chopped almonds, and arrange 3 chocolate almonds on top of the cone. Then top with whipped cream and decorate with a cherry.

Peanut Sundae.

Over a dish of vanilla ice cream in a sundae saucer sprinkle a liberal amount of large Spanish peanuts that have been lightly roasted. Be sure that all the skins have been removed. Over this pour a ½ ounce of New Orleans molasses, as the flavors of the molasses and peanuts blend together very nicely. This can also be decorated with whipped cream and a cherry.

—N-O-G-G-L-E—

FOR THE CANDY KITCHEN.

Kisses.

Places in to steam jacket ketttle 55 pounds corn syrup, 45 pounds sugar, little water, 3 pounds evaporated milk, 1 pound hard fat and bring to boil, now add 4 ounces gelatine dissolved in water, also add 1 ounce tartaric acid, and cook to 258 degrees on the thermometer, pour on greased cooling table, fold in the edges, add 2 ounces peach flavor and pull well on pulling machine, cut into kisses and wrap in wax paper, or else run through wrapping machine.

Figettes.

Boil and pass through machine 8 pounds of good figs. Dissolve 12 pounds of thin boiling starch with 4 gallons water. Now place into steam jacket kettle 7 pounds of corn syrup, 30 pounds of sugar, 15 gallons water and cook about 20 minutes, then add gradually the dissolved starch, 1 ounce cream of tartar, and continue boiling for half an hour, then add the ground figs and cook until the mass falls or runs off the spatula in long strings and is very clear.

Have impressions made in warm starch, in the shape of small figs, run out the batch and place in hot drying room for about three days. Now remove the figettes from the starch, brush them off well, then dampen them with thin syrup and roll in fine graulated sugar. Put them on trays and set in dry room over night, when they are ready to pack.

Indian Mousse.

Take 2 pineapples, previously preserved or canned, cut into fritters, put them into a small pan. With the juice of the pineapples, to which enough water is added, to cover the pineapples, and with the addition of sugar, a syrup is made which measures 18 degrees on the syrup gauge. Place the pan on the fire and bring to boil, then move to one side and let simmer, always adding new syrup in order to replace what has evaporated. Proceed until the syrup has reached 36 degrees. Drain the pineapples and cut one-half into small dice, while the syrup is set to cool after it is well skimmed. Now blanch 5 ounces best rice with water, then add 1½ points boiling milk, 4 ounces sugar, a pinch of salt and 1 vanilla bean split open. Cover the pan hermetically and let the rice boil slowly, without stirring until you can mash it with the finger, but leaving the grains whole. Now spread the rice on a large plate and let cool. When the rice is perfectly cold, whip 2 quarts double cream very stiff, and incorporate 1 quart of the syrup in which the pineapples have been preserved. To this composition add the rice also the cut up pineapples, then put the mixture in a freezer to freeze without working the same, but just mixing delicately from time to time the frozen part with that in the middle, which is not frozen.

News Notes From the Field

D. E. Mercer, proprietor of the Home Bakery, Galena, Mo., says they are getting a fine crop of big black Bass down there; in fact he uses a stronger adjective than "big," but, as he invites us all down to "catch" some ourselves we are afraid to put the word into print for fear it might affect our "luck." We'd like to go. Thanks, D. E. for the invite.

P. E. Albaugh of Phillipsburg, Kas., who runs a lunch room in connection with his bakery, reports good business.

F. Admire, proprietor of the Gem Cafe at Waverly, Kas., recently added some new equipment to his soda dispensing department.

Henry L. Alten who advertises himself as "The Baker" of Appleton City, Mo., is making good his boast, from all accounts.

Louis Alexander, Pitcher, Okla., says his business is simply "great." Louis is following in the footsteps of his famous ancestor, Alexander the Great—always wanting more customers to bring in.

E. J. Crocker, proprietor of the Copan Bakery, Copan, Okla., has added ice cream to his bakeshop line of goods and may install a soda fountain. E. J. is going after business good and strong.

H. H. Clift, who recently succeeded to the ownership of the Burtch Bakery at Mena, Ark., reports business starting off nicely.

J. D. Comstock has sold the City Bakery to J. W. McClain at Heavener, Okla.

J. C. Callaway, proprietor of the City Bakery at Billings, Mo., is enjoying a good trade in all his lines.

Conrad & Conrad at Cleo Springs, Okla., are getting ready for a big summer's trade in the soft drink line.

A. E. Chesebro, proprietor of the Model Sanitary Bakery at San Marcos, Tex., recently suffered a total loss by fire, but writes that he expects shortly to open up again with a new shop and prospects of bigger business than ever.

Louie L. Burkhalter, Wymore, Nebr., is preparing for a big rush in his several lines of trade this summer—Creams, ices and confections.

Joe Batten, who combines bakeshop goods and groceries at Scammon, Kas., keeps busy the year round—all seasons are alike to him.

J. H. Butler, who has been out of the bakery business some time, has opened up a shop at 808 East Douglas Avenue, Wichita, Kas.

Robt. Biles, Columbus, Kas., reports business coming fine.

D. Bachman & Son, Lindsborg, Kas., reports a splendid spring trade in their fountain business.

J. A. Bruton, Dunlap, Kas., is building up a fine trade on home-made candies which he makes a specialty of.

J. F. Bealer is putting in a new bakery plant at Clarksburg, Mo.

For variety of lines carried in a restaurant, W. H. Bradley of Van Buren, Mo., could probably take a first premium—besides lunch goods, ice cream and summer drinks, he sells fruits, cigars, post cards, stationery, shoes, and takes orders for tailor-made clothing. We don't know when he eats and sleeps.

C. H. Clay has bought the bakery business of Schawo & Son at Ashland, Kas.

T. O. Endicott of Excelsior Springs, Mo., has sold his bakery to Geo Bales.

The Hamilton Bakery at Holbrook, Nebr., has been sold to Clyde Yingling.

The Domino Bakery at Springfield, Mo., has grown so big and prosperous that is was recently incorporated with a capital of $100,000.

Miller & Dickson are opening up a new bakery at Baxter Springs, Kas.

Chas. L. Harvey, after being out of the bakery business for several years is opening at Dalhart, Tex., and outfitting a-new through the Noggle House. As

above advised he is an old-timer in the business and we bespeak for him a big success.

A. L. Beck, who runs a candy and ice cream shop at Shawnee, Okla., and calls it the "Busy Bee," says it is correctly named as business is opening up in great shape, and he is looking forward to the busiest season he ever had.

J. A. Beattie, not only runs a good bakery at Centralia, Kas., but does a nice side-line business with restaurant, ice cream parlor and cold drinks. J. A. is some hustler.

J. A. Brown, proprietor of the Princess Confectionery at Broken Arrow, Okla., is fitting up with a bake-shop department.

L. C. Biederman, owner of the Star Bakery at Keytesville, Mo., is having good success with his lunch room in connection.

Bauer & Son at Cherryvale, Kas., find that ice cream and butter making go well together and they are pushing these lines to the limit.

E. H. Barrett & Son, proprietors of the Lincoln Candy Kitchen at Lincoln, Kas., are now up to their necks in ice cream business, both wholesale and retail.

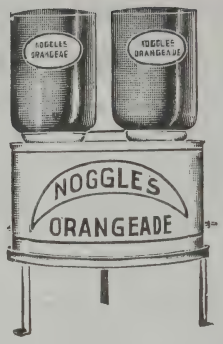
Joe Anthony, who runs the "Coney Island Candy Kitchen" at Picher, Okla., has "some kitchen"—serving everything from bon bons to blue points.

C. S. Boyd has succeeded to the bakery business of Campbell & Boyd at Fort Scott, Kas.

Thos. A. Bell has bought out the Portales Bakery at Portales, New Mexico, and is planning to put some new life into the business. The Bull Dog is for him.

J. W. Craig, Norborne, Mo., whose "long suit" is confectionery, but who serves ice cream and cold drinks in summer time, is planning for some fine business this season.

W. T. Temple & Son of Marysville, Kas., had a fire recently and were obliged to suspend baking for about three weeks. They have now resumed business, and are going stronger than ever.



Dealers in soft drinks, especially those who contemplate beginning this business, should look into the merits of Noggle's Orangeade. It is a trade winner and a profit producer.

—N-O-G-G-L-E—

ARE YOU SUPPLIED?

Tables? Chairs? Stools? Noggle has 'em—and can supply your wants promptly. Ask for quotations on what you need. Keep your "parlor" looking spick and span. It's a big ad for you

—N-O-G-G-L-E—

Tax Checks for use at the fountain and in ice cream parlors will help to make things go smoothly, for yourself, the customer, and the Government. Very simple, and not expensive. See price quotations on page 10.

—N-O-G-G-L-E—

Going to put in a new fountain this season? Write us for literature and prices on the "Bilt-Rite" line.

—N-O-G-G-L-E—

Soda fountain materials—fruits, flavors, spoons, dishers, glasses, straws, holders? Ask Noggle.

—N-O-G-G-L-E—

Wyandotte C. & C. cleans ice cream cans. It cuts the grease. All big creameries use it. Noggle sells it.

—N-O-G-G-L-E—

A big ice cream trade means a big cake trade—they go together. Get ready for both—ask Noggle.

—N-O-G-G-L-E—

Ice cream tubs—cans—appliances—need them? Ask Noggle.

—N-O-G-G-L-E—

NO SPEAKING ACQUAINTANCE.

Visiting Minister—"Willie, do you know the Ten Commandments?"

Six-Year-Old Willie—"Not intimately, sir. I just know 'em by sight."

—N-O-G-G-L-E—

Mistress—"Bridget, I told you twice to have muffins for breakfast. Have you no intellect?"

"No, mum; there's none in the house."

MAY, 1919, PRICE LIST
OF
S. W. Noggle Wholesale & Manufacturing Company
KANSAS CITY, MISSOURI

(Destroy all Previous Lists)

We go to press the 25th of each month. All prices are then good, but subject to change without notice. In commodities that fluctuate like sugar, glucose, etc., it is impossible to have a standing price that will cover. We therefore trust to our customer's fairness to accept the market.

READ THIS BEFORE ORDERING.

If a credit arrangement has not been established with us it is absolutely necessary to send references when ordering. Or, if in a hurry for the goods, send four or five dollars with the order, and the remainder can be paid on arrival of the shipment, and your references can be consulted for further use.

We positively will not ship goods C. O. D. without sufficient deposit with the order to cover the freight or express charges both ways. When remitting for Parcel Post shipment, add estimated amount for postage. Excess, if any, will be returned.

We invite credit business, but must be given ample opportunity to consult references and authorities before shipping.

Out-of-town references, in same mail with order, cannot be heard from so as to give quick shipment on terms. It is best to send remittance with first order, and also references. Then the latter can be looked up so as to take care of the next order on credit terms.

Customers selling out are not released from bills owing, even if their buyer does assume the bills. See that all your bills are paid. You are liable for them.

When ordering goods, sign individual names of owners—not the name of your confectionery or bakery.

New customers, or old customers starting new, or buying out business in new location, should mention where they have been in business before, so that we can identify them and thus give quick attention to the order.

(United States Food Administration License No. G, 13060)

BAKER'S AND ICE CREAM MAKER'S DEPARTMENT.

ACIDS

Acetic, Concentrated, per lb	$0.35
Citric, C. P. Crystals, per lb	1.25
Citric, C. P. Powdered, per lb	1.50
Tartaric, C. P. Powdered, per lb	1.35
Tartaric, C. P. Crystals, per lb	1.25

ALBUMEN CRYSTALS

	100-lb. cases	Less
Russian, per lb	$2.40	$2.50

ALKALI SPECIAL

In 300-lb. bbls., per 100 lbs. $6.15
For use in tanks where bread tins are boiled.

ALMOND PASTE (Heide's)

	Single 5-lb. cans	Case 30-lbs.
Price, per lb	$0.51	$0.49

AMMONIA (Carbonated) (a)

Powdered, 5-lb. cans, per lb	.21
Less, per lb., in tin can	.27

(a) Use of ammonia in baking is forbidden in Kansas. We ship ammonia in cans only

ANGEL CAKE POWDER (For Angel Food Cake)

In 1-lb. cans	$1.55
In 5-lb. cans	1.50
In 10-lb. cans	1.48
In 25-lb. cans	1.45

Formula—1 pint lukewarm water, 6 oz. Angel Cake Powder; beat this up real stiff. Above is equal to 1 pint egg whites. Makes excellent cakes for less money. Full directions with each package.

ANGELIQUE

In 8½-lb. boxes, per lb	$0.80
Less, per lb	.85

APRICOTS (Evaporated)

50-lb. boxes, per lb	$0.24
In 25-lb. boxes, per lb	.25
Less, per lb	.26

BAKING POWDER (b)

Baker's Star—

5 and 10-lb. cans, per lb	$0.17
Per case, 12 5-lb. cans	9.30
Per case, 12 10-lb. cans	18.00

BAKING POWDER—Continued

Baker's Special, per case, 12 5-lb. cans	6.40
Per case, 12 10-lb. cans	12.00
Per single, 10-lb. can, per lb	12½
Per single, 5-lb. can, per lb	.13
Zacapa, per case 60 lbs., per lb	$0.10
Per Single, 5-lb. can, per lb	.11
Baker's Delight, per case of 12 5-lb. cans	8.00
Per single 5-lb. can, per lb	.14
Knoxall, in barrels of about 350 lbs., per lb	.08
Drums, 175 lbs., per lb	.08½
Drums, 125 lbs., per lb	.09

(b) Bakers should try "Star" and "Special" Powders. Either brand gives more finished goods for less money than any Powder made. It swells your cake without puffing it. You can cut down size of cake in dough 10 per cent and still get just as large a cake as with other Powders. Free sample for trial.

BOILER COMPOUND

Wyandotte Boiler Cleaner, in 280-lb. bbls., per 100 lbs. $4.65

BORAX

5-lb. boxes, per lb $0.15

BREAD SUGAR—Cerelose

Price, per 100-lb. bag $7.86

BUTTER FLAVOR (Imitation)

Per gallon	$6.00
Per quart	1.75
Per pint	1.00

CAKE FILLER—Marshmallow

Make your own from Noggle's Quick-Action Marshmallow Powder. See full instructions and prices under Marshmallow Paste, second column, page 19.

CAKE FLAVOR (Ka-Flav)

A big saving over mace in price, and will satisfy as to quality.

In 1-lb. cans, per lb	$0.50
In 6-lb. cans, per lb	.45
In 30-lb. pails, per lb	.42

CANNED FRUIT (See Pie Fruits)

CARAMEL CREAM (Perfection)

See Candy Maker's Department page 11.

CARAMEL COLOR

Per gal. (in 5-gal. lots)	$2.50
Per single gal	3.00
Per quart	.85

All Prices Subject to Change Without Notice.

CEMENT (For Flues, Ovens, etc.)

10-lb. cans, per can 1.50

CERELOSE (Corn or Bread Sugar)

Per 100-lb. bag $7.86

CHEESE COLOR—Danish

In 1-gallon bottles only, per gal.....$3.50

CHERRIES (Evaporated)

Price, per lb.....None in Stock

CHILI BEANS (Pink)

Per lb.....$0.13
In bags, per lb..... .12

CHOCOLATE (Liquor or Bitter, for Baking)

	100-lb. Cases	10-lb. Cakes
Rex, per lb	$0.35	$0.37
Puritan, per lb	.33	.35
Nugget, per lb	.32	.34

CHOCOLATE (Sweet Coatings)

Invincible, per lb	$0.33 $0.35
Challenge, per lb	.32 .34
Peerless, per lb	Out of Stock
Bitter Sweet, per lb	.35 .37
Milk Chocolate, per lb	.39 .40

CHOCOLATE PASTE

Invincible, for making chocolate pies, icings, etc.

5-lb. Jars	2½-lb. Jars	1¼-lb. Jars
Per lb. $0.45	$0.47	$0.50

Fla-ko, for your convenience in flavoring and coloring chocolate icings.
In 5-lb. cans, per lb.....$0.30
In 10-lb. cans, per lb..... .29

CITRON (f)

	25-lb. Drums	10-lb. Bxs.	5-lb. Bxs.
No. 2, per lb	$0.35	$0.37	$0.38
No. 1, per lb	.36	.38	.40
Fancy, per lb	...	.40	.41
Lemon Peel	.30	.31	.32
Orange Peel	.30	.31	.32

CLEANING POWDER (g)

	250-lb. Bbls.	50-lb. Kegs	25-lb. Bags
Wyandotte, per 100 lbs	$4.65	$5.70	$6.70
5-bbl. lots (one delivery) per 100 lbs			$4.52½
10-bbl. lots (one delivery) per 100 lbs			4.40
Bbls. of 50 5-lb. bags, per bbl			$14.20
Soap Chips, amber, per lb			$0.22

15 lbs. Soap Chips, 15 lbs. Wyandotte C. and C., 50 gallons water, boiled together, makes 50 gallons of soft soap.

Wyandotte Building	250-lb. Bbls.	75-lb. Kegs.	
Detergent, per 100 lbs	$6.80	$7.85	
5-bbl. lots, per 100 lbs.	....	....	$6.67½
10-bbl. lots, per 100 lbs.	....	....	6.55
Bbls. of 50 5-lb. bags, per bbl			20.15

Sweeping Powder (Bull Dog Brand)
Lays dust in sweeping. One handful goes as far as two of most others.
In 250-lb. drums..... 5.85

COCKROACH POWDER

Shure-Kure Roach Powder, in 1-lb. cans, per lb. $0.50
Dead Shot, in 1-lb. cans, per lb..... .50
Noggle's Perfection Roach and Insect Destroyer (Liquid)
Per gallon $7.00
Per pint 1.00

NEED MORE—A POWDER
(Kills Roaches, Ants, Flies, Mosquitos, Chicken Lice, Plant Lice, Rose Slugs, Fleas, Cabbage Worms, Boll Weevil, etc.)
Small Size, 4 oz. net, per can.....$0.25
Large Size, 1-lb 4 oz. net, per can.....1.00

Double-Quick—Fly and roach powder. The universal insect killer—kills 'em quick. Small size, $0.25; medium, $0.50; large.....$1.00
Rat-Swat—It embalms and dries them up.
Mammoth size, $3.00. Medium size, 50c.
Small size ..... .25

COCOA (Ground)

	200-lb. Bbls.	50-lb. Drums	5-lb. Cans
No. 1, per lb	$0.34	$0.35	$0.40
No. 2, per lb	.30	.32	.38
No. 3, per lb	.28	.31	.33

COCOA BUTTER AND SUBSTITUTES

See Candy Maker's Department page 21.

COCOANUT (Domestic)

	140-lb. Bbls.	50-lb. Boxes	Less
Thread, long, per lb	$0.31	$0.33	$0.34
Macaroon, fine ground, per lb	.31	.33	.34
Sliced, or Chip (comes in wide strips) per lb	.32	.34	.35

COCOANUT (Ceylon Sugarless)

	120-lb. Cases	Less
Thread, long, per lb	$0.35	$0.36
Shred, short, per lb	.35	.36
Macaroon, fine ground, per lb	.35	.36
Sliced, or Chip (comes in wide strips), per lb	.36	.37

COCOANUT OIL

	50-lb.	25-lb.	10-lb.	5-lb.
Konut, per lb	$0.27	$0.28	$0.30	$0.31

COLOR—CARAMEL (Noggle's Vegetable)

Per gal. (in 5-gal. lots).....$2.50
Per single gal..... 3.00
Per quart ..... .85
Noggle's Vegetable Brown Paste—especially adapted for coloring Ice Cream.
6-lb. Jars, per lb.....$0.45
3-lb. Jars, per lb..... .48
1½-lb. Jars, per lb..... .50

COLORS (Certified Form)

GOOD, STRONG LIQUID COLORS—NOGGLE'S	Pint Bottles	Quart Bottles
Brilliant Blue Brilliant Green Brilliant Orange Brilliant Red (Light Red) Brilliant Rose (Dark Red) Brilliant Yellow (Lemon Shade) Special Yellow—Golden Shade Egg Color	95c	$1.75

Any of above liquid colors in gallon lots.$6.50

KOHNSTAMM'S CERTIFIED FORM PASTE COLORS	6-oz. Bottles	1-lb. Bottles
Brilliant Blue Paste Brilliant Brown Paste Brilliant Crimson Paste* Brilliant Green Paste Brilliant Orange Paste Brilliant Red Paste, Light Brilliant Violet Paste Brilliant Yellow Paste	$1.25	$2.50

Brilliant Pink Paste, 1-lb. bottle, $2.75; 6-oz. bottle 1.50
Brilliant Rose, Liquid, dark red, 1-lb. bot., $3.50; 6-oz. bottle $1.85
*Brilliant Crimson Paste Color gives practically the same color as Cerisole Red.
6-oz. size 1.50
1-lb. size 2.75

Burnett's Paste Colors—
Blue, Green, Orange, Pink, Dark Red, Scarlet, Yellow.
3-oz. bottle $1.00
6-oz. bottle 1.50
12-oz. bottle 3.00
We are out of the Blue, Pink and Green in 3-oz. sizes.

COLORS LIQUID (Vegetable)

	1-lb. Bottles	½-lb. Bottles
Sap Light Red	$1.00	$0.60
Brilliant Rose	1.00	.60
Brilliant Orange	1.00	.60
Brilliant Green	1.00	.60
Brilliant Yellow	1.00	.60
Brilliant Blue	1.00	.60

Danish Cheese Color.
In 1-gallon bottles only, per gal.....$3.50

CONDENSED MILK

Per case of six 1-gal. cans.....$7.00

CONES

See under Ice Cream Cones, Page 18.

CORN STARCH

Market on all corn products changing daily; do not expect these prices to hold good from one day to the next. They are subject to daily changes.

	140-lb. Bags	100-lb. Bags	50 & 30-lb. Bags
Per 100 lbs.	$5.75	$5.75	$0.06¾

Per case of 40 1-lb. pkgs.....$3.00

CREAM OF MAIZE

Market on all corn products changing daily; do not expect these prices to hold good from one day to the next. They are subject to daily changes.

In 100-lb. bags, per bag.....$5.33
Less quantity, per lb..... 5.60

CREAM TARTAR

	6-lb. Cans	Less
U. S. P. Pure, per lb.	$0.84	$0.85
Compounds, per lb.	.55	.58

CREAM TARTAR SUBSTITUTE

	10-lb. Cans	6-lb. Cans	Less
Aero Cream	$0.28	$0.29	$0.30
Monarch Cream, in 5-lb. cans, per lb			.35

CRYSTALIZED FRUITS AND FLOWERS

See Candy Maker's Department, Page 22.

CURRANTS (Recleaned)

	350-lb. Bxs.	50-lb. Bxs.	Less
Per lb.	$0.24	$0.25	$0.26

DANISH CHEESE COLOR

In 1-gallon botles only, per gal.....$3.50

DATES

None in Stock.

DIASTO

	175-lb. bbls.	70-lb. drums	30-lb. box
Per lb.	$0.19	$0.19½	$0.20

DRAGEES (Silver)

Extra Small, No. 000—About 1-16" dia., per lb., $1.50; per ¼ lb.....$0.40

No. 0 about ⅛ in. dia., No. 1 about 3-16 in. dia., No. 2 about ¼ in. dia., No. 3 about 5-16 in. dia., and No. 4 about ⅜ in., dia. Any size, per lb. $1.00; per ¼ lb., $0.30.

Small irregular shape, assorted, or large irregular shape, assorted per lb, $1.00; per ¼ lb. $0.30.

EGG (Powdered Whole Egg)

In 10-lb. cans, per lb.....$1.15
In 5-lb. cans, per lb..... 1.18
Less, per lb..... 1.20

Guaranteed to work in baking wherever whole egg is needed. 1 lb. Whole Egg takes the place of 3¼ doz. shell eggs.

EGG YOLKS (Powdered)

Guaranteed to work in baking wherever fresh Yolks are needed. 1 lb. of Egg Yolk Powder takes the place of 4 doz. shell egg yolks.

Successful formula.—Soak 1 lb. egg yolk powder in 5 lbs. (5 pints) water at least 2 hours. Then add 1 oz. baking soda and let stand 2 hours longer. Keep in cool place.

In 10-lb. cans, per lb.....$1.10
In 5-lb. cans, per lb..... 1.12

EGLIKE (Compound)

Bbls. of 250 lbs., per lb.....$0.95
In 5-lb. cans, per lb..... 1.00
In 1-lb. cans, per lb..... 1.05

One pound Eglike equals 4½ dozen shell eggs.

EGG WHITES

Egg Albumen Crystals, per lb.....$2.50

EGG WHITE SUBSTITUTES

Noggle's Whip Top Powder, for meringues only.

	1-lb. cans	5-lb. cans	10-lb. cans	30-lb. drums
Per lb.	$1.50	$1.45	$1.42	$1.40

Noggle's Angel Cake Powder (For Angel Food Cake).

In 1-lb. cans.....$1.55
In 5-lb. cans..... 1.50
In 10-lb. cans..... 1.48
In 25-lb. cans..... 1.45

ENAMEL (Cemcoat)

Made expressly for Bakery and Confectionery walls and wood work.

In 1-gal. cans, per gal..... 2.65
In 5-gal. cans, per gal.....$2.50

Kept in white color only.

Cemcoat sizing—A coat of sizing insures a good, smooth surface for painting and holds the paint to the wood or metal.

In 1-gal. cans, per gal.....$2.65
In 5-gal. cans, per gal..... 2.50

EVAPORATED FRUITS

Apples—Choice evaporated, 50 lb. boxes per lb. .....None in Stock
Less, per lb......None in Stock
Apricots—Choice evaporated, 50 lb. boxes, per lb.....$0.24
25-lb. boxes, per lb..... .25
Less, per lb..... .26
Cherries—Evaporated. 150-lb. 50-lb. Less
Imported.....None in Stock
Figs—Layer, 10-lb. boxes, per lb..... .33
Peaches—Evaporated, 25-lb. boxes, per lb.. .14
Less, per lb..... .15

	Bbl.	Pail	Less
Raspberries—Evaporated.			
Dried, per lb.	No stock at present.		

EXTRACTS AND FLAVORS (i)

(1) **These goods are made to give flavor to oven goods. The excessive heat kills the flavor of some vanilla. Select one of these and let your customers advertise your cookies and cakes.**

BAKERS' GRADES.

VANILLA, Vanillin, Coumarin, Compounds.

Price per gal. in	10-gal. bbls.	5-gal. kegs	5-gal. kegs	Single gal.	Per qt.	Per pt.
Burbox	$8.50	$9.00	$9.50	$10.00	$2.60	$1.45
Atlock	6.50	7.00	7.50	8.00	2.10	1.20
Kaffir	5.50	6.00	6.50	7.00	1.85	1.05
Exole	5.00	5.25	5.50	6.00	1.60	.95
Reno	4.25	4.50	4.75	5.00	1.35	.80

Baker's Grade.

LEMON Flavor—Terpeneless Compound.

Price per gal. in	10-gal. bbls.	5-gal. kegs	5-gal. kegs	Single gal.	Per qt.	Per pt.
Atlock	$8.00	$8.25	$8.50	$9.00	$2.35	$1.25
Kaffir	7.75	8.00	8.25	8.50	2.25	1.20
Exole	6.50	6.65	6.75	7.00	1.85	1.05
Reno (imitation)	5.50	5.60	5.75	6.00	1.60	.95

ICE CREAM AND FOUNTAIN GRADES.

VANILLA, Pure Bean absolutely.

Price per gal. in	10-gal. bbls.	5-gal. kegs	5-gal. kegs	Single gal.	Per qt.	Per pt
Superb	$12.00	$12.25	$12.50	$13.00	$3.25	$1.80
Challenge	11.00	11.50	12.00	12.50	3.15	1.75
Oprig	....	....	....	9.00	2.35	1.30
Thurrig	....	....	....	8.00	2.10	1.20

VANILLA, Vanillin and Coumarin Compounds

Price per gal. in	10-gal. bbls.	5-gal. kegs	5-gal. kegs	Single gal.	Per qt.	Per pt.
Invincible	$9.00	$9.50	$9.75	$10.00	$2.75	$1.55
Climax	8.00	8.50	8.75	9.00	2.35	1.30
Puritan	7.00	7.50	7.75	8.00	2.10	1.20
Acme	6.00	6.50	6.75	7.00	1.85	1.05

LEMON Flavors—Terpeneless. Pure.

Price per gal. in	10-gal. bbls.	5-gal. kegs	5-gal. kegs	Single gal	Per qt.	Per pt.
Superb	$12.00	$12.25	$12.50	$13.00	$3.25	$1.80
Invincible	9.00	9.50	9.75	10.00	2.75	1.55
Burbox	8.25	8.50	8.75	9.25	2.40	1.35

LEMON Flavor—Terpeneless Compound.

Price per gal. in	10-gal. bbls.	5-gal. kegs	5-gal. kegs	Single gal	Per qt.	Per pt.
Climax	$8.25	$7.50	$8.75	$9.00	$2.35	$1.30
Puritan	7.25	7.50	7.75	8.00	2.10	1.20

CONFECTIONERS' GRADES (j)

VANILA, Vanillin and Coumarin Compounds.

Price per gal. in	10-gal. bbls.	5-gal. kegs	5-gal. kegs	Single gal	Per qt	Per pt
Infernas	$8.00	$8.50	$8.75	$9.00	$2.35	$1.30
Zacapa	7.00	7.50	7.75	8.00	2.10	1.20
Victa	....	....	....	7.00	1.85	1.05

LEMON Flavor—Terpeneless Compound. (k).

Price per gal. in	10-gal. bbls.	5-gal. kegs	5-gal. kegs	Single gal.	Per qt.	Per pt.
Infernas	$10 00	$10.50	$10.75	$11.00	$2.85	$1.55
Zacapa	8.25	8.50	8.75	9.00	2.35	1.30

All Prices Subject to Change Without Notice.

EXTRACTS, ASSORTED

Almond, Anise, Caramel, Capsicum, Cassia, Chocolate, Clove, Coffee, Ginger (Jamaica), Honeysuckle, Mace, Nutmeg, Orange, Peppermint, Pistache, Rose, Wintergreen, Spearmint, Hoarhound, Caraway, Cardamon, Wild Cherry, Clover and Sassafras.

	Per gal.	Per qt.	Per pt.
Superb	$12.00	$3.25	$1.80
Invincible	10.00	2.75	1.55

Ether Compound Flavors

Strawberry, Pineapple, Banana, Peach, Cherry Maple, Violet Blackberry, Raspberry, Apricot, Apple and Grape.

	Per gal.	Per qt.	Per pt.
Superb	$12.00	$3.25	$1.80
Invincible	10.00	2.75	1.55

MAPLE IMITATION FLAVOR.

	Per qt.	Per pt.	½ pt.
Perfection Brand	$3.00	$1.70	$1.00

One ounce of Perfection Maple flavors and colors 1 gallon simple syrup, making a fine imitation Maple Syrup.

	Per gal.	quart	Pint	½ pt.	4 oz.
Crescent Mapeline	$12.50	$3.50	$1.90	$1.10	$0.60

	Per gal.	Per qt.	Per pt.
Tutti Fruitti (1)	$8.00	$2.25	$1.20

True Fruit Extracts, Concentrated

Strawberry	per pint $1.50
Raspberry	per pint 1.50
Cherry	per pint 1.50

FIGS

Figs, Layer, 10-lb. boxes, per lb. $0.33

FIG PASTE

About 30 lbs. to kit, per lb. $0.18

FLA-KO

For your convenience in flavoring and coloring chocolate icing.

In 5-lb. cans, per lb. $0.30
In 10-lb. cans, per lb. ..... .29

FLOUR

(Flour market very unsettled. These prices subject to instant change.)

	200-lb. sacks.	Less
Whole Potato		
Per lb.	$0.20	$0.22

Oatmeal
Fine ground, per lb. $0.07

Korn
(Wheat flour sub.), per 100-lb. bag $6.75

Potato Flour (White)
200-lb. sacks, per lb. $0.18
Less, per lb. ..... .20

Rye Flour—Dark, Pure 140-lb. bags, None in stock
98-lb. bags $4.35
48-lb. bags 2.35

Tapioca Flour—A good thickener.

	50-lb. Bags	Less
Granulated, per lb.	$0.21	$0.23
Pulverized, per lb.	.23	.24

	100-lb. Bags	Less
Rice Flour, per 100 lbs.	$9.89	$10.85

Whole-Wheat—Purina—Checkerboard Brand.
24-lb. bags, per bag $1.70
48-lb. bags, per bag ..... none in stock
98-lb. sacks, per sack ..... None in stock
Checkerboard wrappers, 14x18, 500 to bundle. Per bundle 1.30

FLY AND INSECT POWDER (Sure Killer)

DOUBLE QUICK.
Small size, $0.25; medium, $0.50; large, $1.00.

NEED MORE
(Kills Roaches, Ants, Flies, Mosquitoes, Chicken Lice, Plant Lice, Rose Slugs, Fleas, Cabbage Worms, Boll Weevil, etc.)
Small Size, 4 oz. net, per can $0.25
Large Size, 1 lb. 4 oz. net, per can 1.00
Dead Shot, in 1-lb. cans, per lb. ..... .50
Shure-Kure Roach Powder, 1-lb. cans, per lb. .50

FLY PAPER—Tanglefoot

Per case of 5 cartons (250 double sheets) $4.25
Per carton of 50 double sheets 1.00

FOUNTAIN FRUIT SPECIALTIES

See Pages 33 and 34

GELATINES (m)

	In 100-lb. cases	Less
Japanese, per lb.	Out of Stock	
Silver Medal, in sheets, per lb.	2.00	2.05

Gold Medal—Out of stock, unable to get any.

	140-lb. bbls.	Less
Shred.		

OUT—unable to get.

	Bbls.	Less
Granulated.		
No. 1, per lb.	$1.10	$1.15
No. 2, per lb.	1.00	1.05

GLUCOSE

	650-lb. bbls.	350-lb. ½-bbls.	130-lb. Kegs	60-lb. Kegs
No. 43, per 100 lbs.	$6.25	$7.35	$7.90	$8.25

GLYCERINE (Pure White)

In 50-lb. cans; per lb., $0.55 ..... less $0.60

GUMS

Arabic (Powdered), per lb. $0.75
Shellac (White), per lb. ..... .65

Ball (for Chewing Gum Machines):
Per box of 100 ..... $0.65
In 5 and 10 box lots, per box ..... .60

HOARHOUND HERB

See Candy Maker's Department page 22.

HONEY (Strained) (Strictly pure)

10-lb. can, per lb. $0.30
60-lb. can, per lb. ..... .26

ICING PASTE FLAVORS (Colored)

Invincible Brand—All flavors: Apple, Apricot, Banana, Blackberry, Bitter Almond, Caramel, Cherry, Coffee, Ginger, Lemon, Maple, Orange, Peach, Pineapple, Pistachio, Plum, Raspberry, Rose, Strawberry, Tutti Frutti, Vanilla, etc.

	1¼-lb. Jars	2½-lb. Jars	5-lb. Jars
Per lb.	$0.50	$0.47	$0.45

Flako—Flavor and color for chocolate icings.
10-lb. can, per lb. $0.29
5-lb. can, per lb. ..... .30

Kremeline (banana, cherry, lemon, maple and pistachio flavors only).

	2-lb. Jars	5-lb. Jars
Per lb.	$0.50	$0.45

ICE CREAM POWDER (Noggle's)

1-lb. cans $0.45
5-lb. cans, per lb. ..... .40
10-lb. cans, per lb. ..... .39
25-lb. drums, per lb. ..... .38
50-lb drums, per lb. ..... .37
100-lb. drums, per lb. ..... .36
225-lb. barrels, per lb. ..... .35

ICING PRODUCTS

Pulvo Icing—

250-lb. bbls.	170-lb. drum	100-lb. drum	50-lb. bags	30-lb. bags	Less
$11.00	$11.50	$11.60	$11.70	$11.80	$12.00

ICING AND CAKE FILLERS.

Marshmallow Paste—A little of Noggle's Marshmallow Powder, as priced below, a little sugar, a little beating. Result: A fine marshmallow cake filling. See full directions under Marshmallow Paste, second column, page 19. Also, full directions with each can of powder.

Marshmallow Powder (Noggle's).
1-lb. can $1.50
5-lb. cans 1.45
10-lb. cans 1.42
24-lb. cans 1.40

MARSHMALLOW PASTE.
Jack Frost (white), per gal. can 1.30

ICE CREAM CONES

PURITY—Unsweetened.

Box of 100	Box of 250	Box of 600	Box of 1200
$0.85	$2.10	$4.00	$7.50

EVER-CRISP—A sweetened cone; "Can't Be Beat."

Box of 100	Box of 250	Box of 1000
$0.95	$2.25	$8.00

KAS-MO (A Cocoa Butter Substitute)

See Candy Makers' Department page 22.

JELLY (r)

Glucose Apple Jelly Compound.
B-B Brand Glucose Jelly, per kit $2.60
In 5 kit lots 2.55
In 10 kit lots 2.50

JELLY (Challenge)

Extra Glucose Sugar Apple Jelly Compound.
In 30-lb. kits, per kit.....$3.50

JELLY (Pure Sugar and Apple)

Apsug Brand, per kit of 30 lbs.....$4.00
Layer Cake Filler or Marmalade (Perfection Brand)
True Fruit—Strawberry, Fig, Plum, Peach, Blackberry, Raspberry, Gooseberry, Pineapple and Apricot, in 30-lb. kits, per kit..$4.80
Fig Paste.
In about 30-lb. kits, per lb.....$0.16

KA-FLAV (A Mace Substitute)

30-lb. pails, per lb., 42c; 6-lb. cans, 45c; 1-lb cans, 50c.

WHOLE POTATO FLOUR

	100-lb. bags	Less
Per lb.	$0.18	$0.20

KONUT

	50-lb.	25-lb.	10-lb.	5-lb.
Per lb.	$0.27	$0.28	$0.30	$0.31

KORA

Wheat Flour Substitute, per 100-lb. bag....$6.75

LARD—Use Selex

Selex is a much richer and better shortening, and can be used in baking to take the place of lard. Gives better results for less money.
Sold at prevailing market prices. Ask us for quotations.

LAYER CAKE FILLER (Marmalade Perfection Brand)

True Fruit—Strawberry, Fig, Plum, Peach, Blackberry, Raspberry, Gooseberry, Pineapple and Apricot, in 30-lb. kits, per kit.....$4.80
Marshmallow Powder
In 1-lb. cans, per lb.....$1.50
In 5-lb. cans, per lb..... 1.45
In 10-lb. cans, per lb..... 1.42
In 30-lb. cans, per lb..... 1.40
Try this powder. It makes the finest kind of layer-cake filling.

LEMON JUICE (Pure)

Use anywhere you would use fresh lemons.
3 doz. ½ pints to case, per case.....$3.50
1 doz. ½ pints..... **3.00**
½ pint bottle, each ..... .30

LICORICE ROOT (7 inch)

See Candy Maker's Department page 22

MAIZE (cream of)

Market on all corn products going up daily; do not expect these prices to hold good from one day to the next. They are subject to daily changes.
In 100-lb. bags, per bag.....$5.33
Less quantity, per lb..... 5.60

MALT (Dry) (s)

	175-lb. bbls.	70-lb. drums	30-lb. box
Diasto, (s). Per lb	$0.19	$0.19½	$0.20

(s) If you want nice golden brown bread, moist and fresh, try this Diasto. This is similar to liquid malt in results. Saves 25 per cent of your sugar. Saves 25 per cent of your lard. Saves 10 per cent of your yeast.

MARSHMALLOW PASTE

Jack Frost (white), per gal. can.....$1.30
Fine for icings and cake fillings.

MARSHMALLOW PASTE—(Noggle's)

How to make Marshmallow Cake Filling from Noggle's Quick Action Marshmallow Powder when quick results are wanted. Requires from 2 to 3 minutes to whip up: Dissolve 2½ ounces of Noggle's Quick Action Marshmallow Powder in 1 pint warm soft water. Whip up stiff. Fold in little at a time, 2 pounds sugar (half granulated and half powdered is best) and ¼ ounce cream of tartar. Flavor to suit with Noggle's Invincible Extract. This batch will cover about 450 square inches ¾ inch thick. While this product is ready to use as soon as made, it will keep several days if kept from the air.

Many fine recipes and full directions included with each can of powder. See prices below:

MARSHMALLOW POWDER (Noggle's)

For Icings and Layer Cake Filling—
1-lb. cans.....$1.50
5-lb. cans.....
10-lb. cans..... 1.42
30-lb. cans..... 1.40

MAZETTA (For Cream Work)

See Candy Maker's Department, page 22.

MILK (Condensed)

Per case of six 1-gal. cans.....$7.00

MILK (Powders)

(u) Real milk without the moisture. It has been difficult to make milk users appreciate that there really is such a thing—no imitation. But gradually all are learning that it does not sour. They don't have to wait for the milkman Results just as good as with fresh milk

MILK POWDER (M. & S.)

In barrels, per lb.....$0.29
In 50-lb. drums, per lb..... .33
In 10-lb. cans, per lb..... .36
Milk is scarce.

MINCEMEAT (Moist)

	In 450-lb. bbls.	250-lb. ½-bbls	150-lb. kegs	46-lb. kits	29-lb kits
Invincible—Too warm to ship.					

MINCEMEAT (Condensed)

Challenge, 5-lb. bricks.....$0.19
In cases of six 5-lb. bricks..... .18
In five case lots..... .16½
M. & S., in 5-lb. bricks..... .20
In case lots of six 5-lb. bricks..... .19
In five case lots..... .17½

MOISTO (The Cold Water Icing)

Makes icing that will keep fresh and moist for days. Ask for free sample.
In 5-lb. cans, per lb.....$0.35
In 10-lb. cans, per lb..... .32

MOLASSES (New Orleans) (v)

	50-gal. bbls.	half bbls.	10-gal. kegs.	5-gal. kegs.
Sunlight, Extra Light per gal.	$0.69	$0.76	$0.83	$0.85
Extra Choice. (Light). per gal.	.65	.72	.80	.84
Invincible (Medium), per gal.	.54	.60	.65	.70
Onola (Dark), per gal.	.48	.52	.63	.65
Berkley (Dark), per gal.	.44	.50	.58	.62
Berkley, in 15-gal kegs, per gal.				.54

MUSTARD

In gallon jugs, per gal.....$0.8[illegible]

NOUGAT CREAM

See Candy Maker's Department page 22.

NUCOA BUTTER

See Candy Maker's Department page 22.

NUTS (Shelled)

	Price per lb Cases	Less
Almonds—Selects (28-lb. cases)	**$0.63**	**$0.65**
Almonds—Valencias (28-lb. cases)	.50	.52
Almonds—Jordans (28-lb. cases)	**.58**	**.60**
Black Walnuts (28-lb. cases)		Out of
Brazils—Pieces (28-lb. cases)		Out of
Cachew (28 cases)		Out of
Filberts (50-lb. bags)	.48	.50
Pecan (Halves) 28-lb. cases	1.28	1.30
Pecan (Pieces) 28-lb. cases	1.23	1.25
English Walnuts (⅛s) 55-lb. c..	.92	.95
English Walnuts (pcs) 55-lb. c...	.90	.93
Pignolias (28-lb. cases)	.48	.50
Pistachios (28-lb. cases)		none

	5-bag lots	125-lb. bags.	less
Peanuts, No. 1 Spanish	$0.15	$0.15½	$0.16½

OATMEAL (Fine Ground)

Per lb. $0.07

OILS ESSENTIAL

Almond, per lb	**$14.00**
Anise, per lb	**3.00**
Cassia, per lb	**3.00**
Clove, per lb	**2.00**
Lemon (H. P. Imported), per lt	**3.00**
Lemon (Imitation Oil of), per gal	**5.00**
Lemon (Imitation Oil of), per qt	1.50
Lemon Oil Emulsion, per gal	**6.00**
Lemon Oil Emulsion, per qt	**1.75**
Lime, per lb	**5.00**
Mace, per lb	**1.90**
Nutmeg, per lb	**1.80**
Orange (Sweet), per lb	**5.50**
Orange Oil Emulsion, per gal	6.00
Orange Oil Emulsion, per qt	1.75
Peppermint, per lb	10.50
Spearmint, per lb	**6.00**
Sassafras	2.00
Wintergreen (Oil of Betula), per lb	4.25

OIL (Cottonseed). Write for prices.

OIL (Slab)

See Candy Maker's Department, Page 23.

OVEN CEMENT (For Flues, etc.)

In 10-lb. cans, per can $1.50

PAINT (Cemcoat Enamel)

Made expressly for Bakery and Confectionery walls and wood work.

In 5-gal. cans, per gal $2.50
In 1-gal. cans, per gal 2.65

Kept in white color only.

Cemcoat sizing—A coat of sizing insures a good, smooth surface for painting and holds the paint to the wood or metal.

In 1-gal. cans, per gal $2.65
In 5-gal cans, per gal 2.50

PARAFFINE

Per lb. $0.20

PARAFFINE SUBSTITUTE

	100-lb. cases	10-lb. cake
Parasub, per lb	$0.30	$0.32

PEANUT BUTTER

	10-lb. cans	25-lb. cans	50-lb. cans
Price, per lb	$0.27	$0.25	$0.23

PEELS

	25-lb. boxes	10-lb. boxes	Less
Lemon	$0.30	$0.31	$0.32
Orange	.30	.31	.32
Citron.			
No. 2, per lb	.35	.37	.38
No. 1, per lb	.36	.38	.40
Fancy, per lb		.40	.41

PIE FILLING POWDERS

	30-lb. Pails	14-lb. Pails	Less
Lemon, per lb	$0.18	$0.19	$0.20
Orange, per lb	.18	.19	.20
Chocloate, per lb	.18	.19	.20
Cream, per lb	.18	.19	.20
Strawberry Cream, per lb	.18	.19	.20
Pineapple Cream, per lb	.18	.19	.20
Cherry Cream, per lb	.18	.19	.20
Custard, per lb	.28	.30	.32

(w) Water, only, added to these pie filling powders; then slightly cooked. Directions with each package. Samples free.

PIE FRUITS (Solid Pack Cans)

	Case Lots
Apples—	
New York—No. 10, case of 12 cans	**$6.60**
5 case lots	**6.50**
Arkansas—No. 10, per doz	5.00
5-doz. lots, per doz	4.90
Apricots—No. 10, 12 to case	
5 case lots	**8.50**
1 case lots	**8.60**
Blackberry—12 cans to the case	Out of
Cherries—Fancy No. 10, case of 12	Out of
Gooseberries—No. 10, 12 to case	8.60
Logan Berries—Out of stock.	
Peaches (pld.)—No. 10 Cal., 12 to c.	9.60
5 case lots	9.50
Pineapples—Grated, per doz	11.00
Pumpkin—No. 10s, per doz	4.00
Pumpkin—No. 3, per case 2 doz	3.50
Rhubarb—No. 10, 12 to case, per case	Out of

PIE FRUITS (Evaporated)

Apples—Choice evaporated.
50-lb. boxes, per lb. 13c; less ..... **None**

Apricots—Choice evaporated.
50-lb. boxes, per lb $0.24
25-lb. boxes, per lb ..... .25
Less, per lb ..... .26

Cherries—Evaporated.

	150-lb.	50-lb.	Less
Imported			Out of stock

Peaches—Evaporated, 25-lb. boxes, per lb ... .14

Raspberries. 210-lb. bbl. 25-lb. pail Less
Choice Evap., per lb.—No stock at present.

PIE TOP POWDER

For tops of soft pies and merangues.

	1-lb. can	5-lb. can	10-lb. can	30-lb. drum
Per lb	$1.50	$1.45	$1.42	$1.40

PINK BEANS (For Chili)

Per lb. $0.13
In bags, per lb ..... .12

POTATO FLOUR

	200-lb. sacks	Less
White, per lb	$0.16	$0.18
Whole, per lb	.18	.20

POP CORN

Snow Pop, per lb $0.12½ $0.14

RAISINS (xx)

	50-lb. cases per lb.	Less per lb
Bleached	None in stock	
Seedless Sultanas (small, grow without seeds)	$0.17	$0.18
5-case lots, 250 lbs., per lb	.16½	....
Seeded Raisins (large raisins with seeds removed) in 25-lb. boxes, per lb	.12½	.14
In 10-case lots, per lb	.12	....
Seeded Raisins (large raisins with seeds removed) in 11-oz. pkgs., 45 pkgs. to case, per case		4.15

RASPBERRIES

	210-lb. bbls.	25-lb. pails	Less
Evaporated, per lb	No stock at present.		

RAT-SWAT

It embalms and dries them up.

Small size	$0.25
Medium size	.50
Mammoth size	3.00

RICE FLOUR

	100-lb. Bags	Less
Rice Flour, per 100 lbs	$9.89	$10.85

All Prices Subject to Change Without Notice.

ROACH EXTERMINATORS

Dead Shot, etc. Same as under Cockroach Powder, which see on page 16.

SALT (Liberty Brand)

Single barrels of 280 lbs.	$3.85
5-barrel lots, per barrel	3.75
10-barrel lots, per barrel	3.65
25-barrel lots, per barrel	3.60

Sold in barrels only. Price F. O. B. Kansas City. Ask for special price on car lots (about 150 barrels).

SALT (Rock)

In 10-bag lots, per bag	$1.60
In 200-lb. bags, per bag, each	1.80

SEEDS

	125-lb. bags.	Less
Anise Seed—Out of stock. Unable to get.		
Caraway seed	..	$0.95
Caraway seed, ground	..	.98
Blue Poppy	.75	.78
Coriander seed, ground	.08	.10
Cardamen seed, ground	..	1.75
Black Mustard	.20	.21
Yellow Mustard	.30	.35

SHORTENING—Use Selex

Selex is a high quality vegetable shortening of uniform grade, and can be used in baking wherever mix calls for butter, lard or any compound. Gives the same results at less cost.

Sold at prevailing market prices. Ask us for quotations.

SOAP CHIPS (see page 16)

SODA (Bi-Carbonate)

	400-lb. bbls.	112-lb. kegs	Less
Per lb.	$0.05½	$0.06	$0.07

SPICES (Ground) (y)

	bbls.	drums	10-lb. cans	6-lb. cans	Less
Cinnamon					
Invincible brand, pure	$0.35	$0.36	$0.37	$0.38	$0.40
Challenge brand, pure	.31	.32	.33	.34	.36
Ginger					
Invincible brand, pure	.25	.26	27	.28	.30
Ka-Flav—A Mace substitute. 30-lb. pails, per lb., 42c; 6-lb. cans, 45c; 1-lb. cans, 50c.					
Mace					
Invincible brand, pure	.80	.82	.85	.90	.92
Nutmeg					
Invincible brand, pure	.55	.60	.65	.66	.68
Allspice					
Invincible Brand, pure	.19	.20	.21	.22	.24
Cloves					
Invincible brand, pure	.45	46	.47	.48	.50
Pepper					
Invincible brand,					
Black, pure	.46	.47	.48	.49	.50
White, pure	.49	.50	.51	.52	.54
Cayenne	.45	.46	.47	.48	.50
Mustard, pure	.32	.33	.34	.36	.38
Sage, Rubbed, pure	.26	.27	.28	.30	.32
Coriander, pure	.15	.16	.17	.18	.20

SUGAR (BREAD)—Cerelose

Price, per 100-lb. bag $7.86

SWEEPING COMPOUND (B.-D. Brand)

Lays dust in sweeping. One handful goes as far as two of most others.

In 250-lb. drums 5.65

TAPIOCA FLOUR

	50-lb. drums	Less
Pulverized, per lb.	$0.23	$0.24
Granulated, per lb.	.21	.22

VANILLA (see Extracts)

WAFER (or Rice Paper)

100 sheets (about 2-lbs. to package per package ..... none in stock

WHIP TOP POWDER

For tops of soft pies and merangues.

	1-lb. can	5-lb. can	10-lb. can	30-lb. drum
Per lb.	$1.50	$1.45	$1.42	$1.40

WYANDOTTE SANITARY CLEANER AND CLEANSER

	280-lb. bbls.	80-lb. kegs.	25-lb
Wyandotte, per 100 lbs.	$4.65	$5.70	$6.70
5-bbl. lots (one delivery) per 100 lbs.			$4.52½
10-bbl. lots (one delivery) per 100 lbs.			4.40
Bbls. of 50 5-lb. bags, per bbl.			$14.20

Wyandotte Building	250-lb. bbls.	75-lb. kegs.	
Detergent, per 100 lbs.	$6.80	$7.85	
5-bbl. lots, per 100 lbs.	....	....	$6.67½
10-bbl. lots, per 100 lbs.	....	....	6.55
Bbls. of 50 5-lb. bags, per bbl.			20.15

Candy Makers' Department

ACIDS

See Baker's Department page 15.

ALBUMEN CRYSTALS

	100 lb. cases	Less
Russian, per lb.	$2.40	$2.50

ANGELIQUE

See Baker's Department page 15.

BALL CHEWING GUM

For use in Gum Machines.

Per box of 100	$0.65
In 5 and 10 box lots, per box	.60

CARAMEL CREAM (Laurel)

About 50-lb. kegs, per lb. $0.25

CHILI BEANS (Pink)

See Baker's Department page 16.

CHOCOLATE (Bitter, Sweet and Milk)

See Baker's Department page 16.

COCOA BUTTER

Per lb. $0.50

COCOA BUTTER SUBSTITUTE

	56-lb. Cases	Less
Kasmo, per lb.	$0.30	$0.32
	100-lb. Cases	Less
In-Re-Co., per lb.	.31	.33
Kokoreka, per lb.	.31	.33
	50-lb. Cases	Less
Nucoa Butter, per lb.	.31	.33

COCOANUT OIL

	50-lb.	25-lb.	10-lb.	5-lb.
Konut, per lb.	$0.27	$0.28	$0.30	$0.31

COCOANUT (Domestic)

	140-lb. Bbls.	50-lb. Drums	Less
Thread, long, per lb.	$0.31	$0.33	$0.34
Macaroon, fine ground, per lb.	.31	.33	.34
Sliced, or Chip (comes in wide strips), per lb.	.32	.34	.35

COCOANUT (Ceylon Sugarless)

	120-lb. Cases	Less
Thread, long, per lb.	$0.35	$0.36
Shred, short, per lb.	.35	.36
Macaroon, fine ground, per lb.	.35	.36
Sliced, or Chip (comes in wide strips), per lb.	.36	.37

COLORS (Liquid and Paste)

See Baker's Department page 16.

CONDENSED MILK

See Pages 17 and 22.

CONES—ICE CREAM

PURITY—Unsweetened.

Box of 100	Box of 250	Box of 600	Box of 1200
$0.85	$2.10	$4.00	$7.50

EVER-CRISP—A Sweetened Cone; "Can't Be Beat."

Box of 100	Box 250	Box of 1000
$0.95	$2.25	$8.00

CREAM TARTAR

	6-lb. Cans	Less
U. S. P. Pure, per lb.	$0.34	$0.35

CRYSTALLIZED FRUITS

Chérries (pieces) in 30-lb. pails, per lb. ...$0.50
Less, per lb. ..... .55
Imported (whole) 8¼ lb. boxes, per lb.... .75
In 5-lb. boxes, per lb..... .77
Pineapple Cores, in 25-lb. boxes, per lb.... .50
Less, per lb..... .55
Pineapple Slices, in 5-lb. boxes only.
per lb. ..... .70
Pineapple Fingers, in 6-lb. boxes only.
Per lb. ..... .65
Assorted Fruit, in 5-lb. boxes.
Per lb. ..... .75
In 1-lb. fancy boxes, per lb..... 1.00
Ginger, 1-lb. cans, per can..... .75
In 5-lb. lots, per lb..... .73

CRYSTALLIZED FLOWERS

Mint Leaves, per lb.....$1.50
Rosebuds, white, per lb..... 1.30
Rosebuds, pink, per lb..... 1.30
Rose Leaves, pink, per lb..... 1.30
Rose Leaves, white, per lb..... 1.30
Violets, per lb..... 1.65

DATES

None in Stock.

EXTRACTS AND FLAVORS

The candy kettle will not burn out the flavor. Select one of these and let your customers advertise your candies.

CONFECTIONERS' GRADES (j).

VANILLA, Vanillin and Coumarin Compounds.

Price per gal.	in 10-gal bbls.	5-gal. kegs	Single kegs	gal.	Per qt.	Per pt.
Infernas	$8.00	$8.50	$8.75	$9.00	$2.35	$1.30
Zacapa	7.00	7.50	7.75	8.00	2.10	1.20
Victa	...	...	...	7.00	1.85	1.05

Lemon Flavor—Terpeneless Compound (k).

Price per gal.	in 10-gal bbls.	5-gal. kegs	Single kegs	gal.	Per qt.	Per pt.
Infernas	$10.00	$10.50	$10.75	$11.00	$2.85	$1.55
Zacapa	8.25	8.50	8.75	9.00	2.35	1.30

EXTRACTS, ASSORTED

Almond, Anise, Caramel, Capsicum, Cassia, Chocolate, Clove, Coffee, Ginger (Jamaica), Honeysuckle, Mace, Nutmeg, Orange, Peppermint, Pistache, Rose, Wintergreen, Spearmint, Hoarhound, Caraway, Cardamon, Wild Cherry, Clover and Sassafras.

	Per gal.	Per qt.	Per pt.
Superb	$12.00	$3.25	$1.70
Invincible	10.00	2.75	1.55

Either Compound Flavors

Strawberry, Pineapple, Banana, Peach, Cherry, Maple, Violet, Blackberry, Raspberry, Apricot, Apple and Grape.

	Per gal.	Per qt.	Per pt.
Superb	$12.00	$3.25	$1.80
Invincible	10.00	2.75	1.55
Tutti Fruitti	7.00	2.00	1.15

True Fruit Extracts, Concentrated

Strawberry .....per pint $1.50
Raspberry .....per pint 1.50
Cherry .....per pint 1.50

FIGS

Figs, Cooking, 50-lb boxes, per lb.....None
Layer Figs, 10-lb. boxes, per lb.....$0.33

FLY PAPER—Tanglefoot

Per case of 5 cartons (250 double sheets)..$4.25
Per carton of 50 double sheets..... 1.00

FOUNTAIN FRUIT SPECIALTIES

See Pages 23 and 24.

GELATINES (m)

	In 100-lb. cases	Less
Japanese, per lb.....	None in stock	
Silver Medal, in sheets, per lb..	$2.00	$2.05

Gold Medal—Out of stock, unable to get any.

Shred.
OUT—Unable to get.

Granulated.	Bbls.	Less
No. 1, per lb.....	$1.10	$1.15
No. 2, per lb.....	1.00	1.05

GLUCOSE

	650 lb. bbls.	350 lb. ½-bbls.	120 lb. Kegs	60 lb. Kegs
No. 43, per 100 lbs....	$6.25	$7.35	$7.90	$8.25

GLYCERINE (Pure White)

In 50-lb. cans, per lb., $0.55.....less $0.60

GUMS

Arabic (Powdered), per lb. $0.75
Shellac (White), per lb. ..... .65
Tragacanth (Turkish), per lb. 1.50
Ball for chewing gum machine, per box of 100 ..... .65
In 5 and 10 box lots, per box..... .60

HOARHOUND HERB

Per lb. $0.55

ICE CREAM CONES

See under Cones.

KAS-MO (A Cocoa Butter Substitute)

Get next to Kas-Mo—the best substitute for Cocoa Butter on the market.

	100-lb. Cases	Less
Per lb.	$0.30	$0.32

KOKOREKA

	100-lb. cases	Less
Per lb.	$0.31	$0.33

KONUT

	50-lb.	25-lb.	10-lb.	5-lb.
Per lb.	$0.27	$0.28	$0.30	$0.31

LICORICE ROOT (7 inch)

Per lb. $0.60

MAZETTA CREAM (for Cream Work)

	420-lb. Bbls.	200-lb. ½-Bbls.	100-lb. Kegs	50-lb. Kits
Per lb...	$0.12¼	$0.12¾	$0.15	$0.16

*We do not carry in stock, Bbls. or ½-Bbls. of Mazetta Cream. Price quoted on these is F. O. B. Chicago.

MILK (Condensed)

Per case of six 1-gal. cans.....$7.00

NOUGAT CREAM (for Making Nougat)

	200-lb. Bbls.	110-lb. ½-Bbls.	50-lb. Kegs
Per lb.....	$0.20	$0.20½	$0.21½

We don't carry barrels in stock. Price quoted is F.O.B. factory.

NUCOA BUTTER

A good Cocoa Butter substitute.

	50-lb. cases	Less
Per lb.	$0.31	$0.33

NUTS (Shelled)

See under Baker's Department, page 20.

OIL (Essential)

See under Baker's Department, Page 20.

OIL (Cocoanut)

Used for cooking nuts, baking, etc.——a pure cocoanut oil.

	50-lb.	25-lb.	10-lb.	5-lb.
Per lb.	$0.27	$0.28	$0.30	$0.31

OIL (Slab)

Per gal. $3.00

PAINT (Cemcoat Enamel)

Made expressly for Bakery and Confectionery walls and woodwork.
In 1-gal. cans, per gal..... 2.65
In 5-gal. cans, per gal.....$2.50
Kept in white color only.

Cemcoat sizing—A coat of sizing insures a good, smooth surface for painting and holds the paint to the wood or metal.
In 1-gal. cans, per gal.....$2.65
In 5-gal. cans, per gal..... 2.50

PARAFFINE

Per lb. $0.20

PARAFFINE SUBSTITUTE

	100-lb. Cases	10-lb. Cake
Parasub, per lb.	$0.30	$0.32

All Prices Subject to Change Without Notice.

POP CORN

	Bags	Less
Snow Pop, per lb	$0.12½	$0.13½

SLAB OIL (for use on Candy Slabs)

Per gallon $3.00

SODA (Bi-Carbonate)

See Baker's Department, page 31.

STARCH

See Corn Starch under Baker's Dept., page 17.

VANILLA

See Extracts.

WAFER (or Rice Paper)

100 sheets (about 2-lbs. to package) per package ..... None in stock.

FOUNTAIN SUPPLIES

ACIDS (Fountain)

	No. 1	No. 2
Phosphate, per gal	$2.00	$1.00
Phosphate, per quart	.55	.30
Fruit, per gal	3.00	2.00
Fruit, per quart	.80	.55

ALLEN'S RED TAME CHERRY

Per gallon	$3.00
In 4 1-gal. jug lots, per gal	2.90
In 10 1-gal. jug lots, per gal	2.80

APPLJU ("Drink an Apple")

Size of Bottle	Weight Per Case	Bottles Per Case	Price Per Case
6 oz.	57 lbs.	4 doz.	$5.97
14½ oz.	55 lbs.	3 doz.	5.70

Federal tax paid by manufacturers.

BEVO—The New Drink

2 dozen to the case, per case $2.65

90c allowance for full case of empties returned, freight prepaid to Kansas City.

Missouri state tax and government Federal tax paid.

BROMO-SELZER

½-lb. bottles, per bottle $1.10

BUTTER SCOTCH SUNDAE DRESSING

Mallo-Scotch, in ½-gal. cans, per can $1.65

CARBONATED WATER

Case 50 Qts.	Carbonated Water	$6.00
Case 100 Pts.	Carbonated Water	2.50
Case 100 Qts.	Carbonated Water	7.00

Allowance for bottles in their cases, if freight prepaid to K. C.:

Qts., each	$0.02
Pts., each	.01½
Splits, each	.01

CHOCOLATE (Liquid Cocoa)

In ½ gal. jars, 6 to case, per doz. $18.00

CHOCOLATE PASTE

5-lb. jars.	2½-lb. jars.
Per lb. $0.45	$0.50

CIDER FLAVORS—Imitation

	Per gal.	Per qt.
Orange	$5.00	$1.50
Blackberry	6.00	1.75

COCOANUT—Toasted.

Better than ground nuts for Sundae topping.

In 53-oz. can, per can $1.35

COCA-COLA

	1-gal. jugs.	5-gal. kegs.	10-gal. kegs.	40-gal. bbls.
Per gal.	$2.00	$1.85	$1.75	$1.50

COCOA-MIL-KOKE—For Hot Chocolate

In 5-lb. cans, per lb $0.40

In 10-lb. cans, per lb ..... .38

Ready to use; add hot water, top with marshmallow, and serve.

FOAM PREPARATION (Soda Foam)

	Per gal.	Per qt.
No. 1	$3.00	$0.80
No. 2	1.50	.40

FRUITS (Crushed and Whole)

(For Fountain Use) In ½ gal. jars. 6 to the case.	C. F. J. Co.'s Per doz.	Naboth or S. W. N. Per doz.
Butterscotch Sundae	$22.00	$21.00
Caramel Nut	31.00	$30.00
Cherries, crushed	34.00	28.00
" W. & B.	None	28.00
" W. & B. gal. crocks	None	50.00
" W. & B. gal. crocks	None	4.50
" ruby, shredded	35.00	30.00
" whole, select ruby	36.00	32.00
" whole, white	37.00	37.00
" green Creme de Menthe	37.00	37.00
Chop Suey	18.00	20.00
Cocoa Syrup, Dark	18.00	18.00
Figs, shredded	24.00	24.00
Peaches, crushed	24.00	20.00
Peaches, sliced	30.00	30.00
Pineapple, crushed	30.00	24.00
" cubes	31.00	None
" ruby crushed	30.00	30.00
Raspberry, black, whole	36.00	30.00
" red, crushed	36.00	30.00
Strawberry	36.00	32.00

FRUIT SYRUPS

(Concentrated, 1 gal. jugs only)	C. F. J. Co.'s Per gal.	Frutana Naboth or S. W. N. Per gal.
Banana	$3.00	$2.75
Blackberry	3.00	2.75
Cherry	3.50	3.00
Claret	3.00	2.75
Cocoa	None	2.50
Coffee	3.00	2.75
Cream of Mint	3.00	2.75
Grape	3.00	2.75
Lime Freeze	3.00	2.75
Messina Lemon	3.25	3.00
Mint, Freeze	3.00	2.75
Nectar	3.00	2.75
Orange	3.25	2.75
Peach	3.00	2.75
Pineapple	3.50	2.75
Raspberry	3.50	3.00
Red Raspberry	3.50	3.00
Red Orange	3.25	3.00
Strawberry	3.25	3.25
Vanilla	3.00	2.75

FOUNTAIN SYRUPS (Concentrated)

	Gal. jugs only
Banana, per gal	$2.75
Blackberry, per gal	2.75
Cherry, per gal	3.00
Chocolate, per gal	2.50
Cocoa	2.50
Coffee, per gal	2.75
Faust Gingerale, per gal	2.75
Ginger, per gal	2.75
Grape, per gal	2.75
Lemon, per gal	2.75
Maple, per gal	2.75
Nectar, per gal	2.75
Orange, per gal	2.75
Peach, per gal	2.75
Pineapple, per gal	2.75
Raspberry, per gal	3.00
Sarsaparilla, per gal	2.75
Sherbet, per gal	3.00
Strawberry, per gal	2.75
Vanilla, per gal	2.75

PREPARED Fountain Syrups—Ready to Serve.

Per gal. ... $2.10 ½-gal. ... $1.25 Qt. ... $0.75

GINGERALE SYRUP (Waukesha)

(Concentrated Syrup—make genuine Waukesha Gingerale. Better than bottled goods.)

Used at Fountain with carbonated water, 1 oz. to 8 oz. glass; cheaper than bottle gingerale, and better.

In quart serving bottles, each $0.75

Per gallon (in four 1-quart bottles) 3.00

All Prices Subject to Change Without Notice.

GINGERALE

	Genuine Waukesha	Eads
1 case of 50 24-oz. (quarts)	$ 8.80	$7.70
1 case of 100 12-oz. (pints)	11.00	9.90
1 case of 100 6-oz. (½ pints)	9.90	8.80

Federal tax paid by manufacturers.

GRAPE JUICE

	Welch Per Case
4-oz.—6 doz. to case	$7.70
Pts.—2 doz. to case	7.15
Qts.—1 doz. to case	6.90

Federal tax paid by manufacturers.

HOT SODA GOODS

BOUILLON

Chicken, in pint bottles, per doz.	$ 5.00
Oyster, in pint bottles, per doz.	3.50
Fluid Beef, in pint bottles, per doz.	15.00
Beef and Tomato, quarts, per doz.	9.00
Beef Tea Extract, pints, doz.	12.00
Beef Tea Extract, ½-gallon, gal.	6.75
Beef Tea Extract, gallons, gal.	6.50
Chicken Bouillon, pints, per doz., C. F. J.	6.50
Clam Bouillon, 10 oz. cans, per doz.	4.00
Coffee Extract, pints, doz.	18.00
Ginger, pints, doz.	18.00
"Hot Stuff," quarts, per doz.	9.00

LIME JUICE—Pure

Per doz. so-called quarts (23-oz.)	$10.00
Per each so-called quarts (23-oz.)	1.00

One 23-oz. bottle is equal to 125 limes.

This lime juice is pressed from ripe fruit on the plantation where grown, making it of better flavor and more economic than using limes.

MALLOW—MARSHMALLOW-CREME

1-gallon cans.

Vanilla Flavor, per can	**$1.30**
Maple and Caramel Flavor, per can	**1.30**
Jack Frost (white), per gal. can	1.30

MALTED MILK—Milkose

In 10-lb. cans, per lb	$0.35
In 25-lb. cans, per lb	.32
In 100-lb. lots—4 25-lb. cans, per lb	.30

MALTED MILK (Borden's Eagle Brand)

25-lb. cans, per lb	**$0.35**
10-lb. cans, per lb	**.38**
5-lb. cans, hospital size, per can	**2.90**
Large sizes, 1-lb. net, per can	**1.10**

100-lb. lots (4 25-lb. cans) sent prepaid on drop shipments, except to jobbing points.

MALLO SCOTCH SUNDAE

For Butter Scotch Sundaes.

In ½-gal. cans, per can	**$1.65**

MIL-KOKE—For Hot Chocolate

In 5-lb. cans, per lb	$0.40
In 10-lb. cans, per lb	.38

A milk cocoa—ready to serve. Just add hot water and top with marshmallow.

MILKOSE (A Malted Milk)

In 10-lb. cans, per lb	$0.35
In 25-lb. cans, per lb	.32
In 100-lb. lots—4 25-lb. cans, per lb	.30

MISCELLANEOUS FOUNTAIN SPECIALTIES

Mustard, in gal. jugs, per gal	$0.85

NUTS (Ground, Assortment)

Per lb.	$0.50
Dunham's Sundae Cocoanut,	
In 53 oz. cans, per can	$1.25

Don't overlook this—it beats regular ground nuts

NUT PREPARATIONS

	½-gal.
Invincible Caramel Nut, doz.	$30.00
Invincible Chocolate Nut, per doz.	30.00
Invincible Maple Nut, per doz.	30.00
Special Sundae, any flavor	18.00
Mix-Nut Sundae, per doz.	30.00

ORANGEADE (Noggle's)

Gal. jugs only.

Orangeade, Concentrated Syrup, Noggle's	$2.10
6 gal. to case, per gal.	2.00
12 gals. (two cases) per gal.	1.95

1 gallon concentrated syrup makes 8 gallons Orangeade; ready to drink—nothing to add but water.

ORANGE JULEP (Howell's)

A concentrated syrup—gallon jugs only.

Single gallon	$2.10
6 gal. to case, per gal.	2.00

Freight prepaid on orders of 12 gallons or more.

ORANG-TANG PASTE—Noggle's New Drink

Put up in convenient paste form. One pound makes 35 gallons or 560 8 oz. (5c) glasses.

1¼-lb. jars, per jar	$ 4.75
2½-lb. jars, per jar	8.00
5 -lb. jars, per jar	14.00

PEACOCK

An established fountain drink in the East, and a good substitute for some of the scarce "best sellers."

In 1-gal. jugs, per gal.	$2.35
In 1-gal. jugs, 4 to case, per gal.	2.30
In 10-gal. kegs, per gal.	2.25

PHEZ

Concentrated Loganberry Juice.

Size of Bottle	Weight per Case	Bottles per Case	Price per Case
2 oz.	31 lbs.	6 doz.	$8.25
4 oz.	27 lbs.	3 doz.	4.70
8 oz.	44 lbs.	3 doz.	8.95
12 oz.	40 lbs.	2 doz.	8.68
24 oz.	40 lbs.	1 doz.	8.14
64 oz.	70 lbs.	9 doz.	13.29

2½ per cent discount on 5 cases, one delivery.
5 per cent discount on 10 cases, one delivery.
Federal tax paid by manufacturers.

PHOSPHATES

(In gallon jugs only.)

Ruby Claret, per gal.	$3.50
Morella Cherry, per gal.	3.50
Wild Cherry, per gal.	3.50
Mint, per gal.	3.50
Grape, per gal.	3.50
Champagne, per gal.	3.50

ROOT BEER

Hires Fountain Syrup—Genuine.

	Per gal.
1 gal. Hires Syrup	$2.35
5 gal. Hires Syrup	2.25
10 gal. Hires Syrup	2.15
35 and 50 gal. Hires Syrup	2.00

Freight allowed on 35 and 50 gallon orders, all one shipment, but in no case to exceed 10 cents per gallon.

Discounts for Purchases Within the Year 1919.

On 100 or more gallons	5c per gal.
On 200 or more gallons	6c per gal.
On 300 or more gallons	7c per gal.
On 400 or more gallons	8c per gal.
On 500 or more gallons	10c per gal.

Payable after December 31, 1919, provided all bills have been paid within 30 days.

SYRUP—SIMPLE (Sugar)

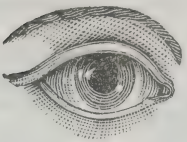
	bbls.	10 gal. kegs	5 gal. kegs
None in Stock.			

TOMATO NECTAR—The Best Hot Drink

Packed only in quart bottles, 12 to case, per case.	**$3.00**
Single quarts	**.35**

See Page 26 for Classified Want Ads.

All Prices Subject to Change Without Notice.

Keep your  on this page FOR BIG BARGAINS

BAG HOLDERS.

No. 1 Wire Bag Holders, holds 4 size bags, each. $0.50

No. 2 Wire Bag Holders, holds 6 size bags, each. 1.00

STEEL WAGON BOXES.

Wood slats and frame made almost like a trunk. While they last.

1-bu. size, 20x10x12 in. deep, each..... $1.50
1½-bu. size, 20x16x8 in. deep, each..... 2.00
2-bu. size, 20x16x11 in. deep, each..... 2.25

ICE CREAM DISHERS.

23	5 to qt. No. 184 Tin Wood Handle I. C. dishers, each.....	.35	.15
21	10 to qt. No. 184 Tin Wood Handle I. C. dishers, each.....	.35	.15
18	12 to qt. No. 184 Tin Wood Handle I. C. dishers, each.....	.35	.15
21	16 to qt. No. 184 Tin Wood Handle I. C. dishers, each.....	.35	.15
25	20 to qt. No. 184 Tin Wood Handle I. C. dishers, each.....	.35	.15
6	14-to-qt. Cone-Shaped Bowl Ice Cream Dishers, aluminum.....	1.75	1.35
1	14-to-qt. Round-Shaped Bowl Ice Cream Dishers, aluminum.....	1.75	1.35
17	5 to qt. Cone Shape, All Metal Ice Cream Dishers (New).....	1.50	1.25

Ask for prices and designs in Imported Candy Boxes, they come in trunks, pianos, autos, market basket, etc. designs, very tasty.

ICE CREAM MAKERS' GOODS.

1	Only, 25-qt. 2nd hand Freezer Can for White Mtn. Freezer.....	5.00	2.50
4	Only, 20-qt. size, Galv Brick Tanks, 8½x8½x22. 2nd hand, each.	2.80	1.50
2	Only, 11¼x13¼x22½ High Galv. Rack for Brick Tank. 2nd hand..	5.00	2.00
2	Only, 10x14x19 High Galv. Brick Tanks, 2nd hand, each.....	3.00	1.25
1	Only, 10½x10½x19 in. high, Galvanized Brick Tank, second-hand.		1.50
2	Only, 7¼x8¼x11½ High Galv. Brick Tanks, 2nd hand, each.....	2.00	.75
3	Only, Round Malleable Iron, Tinned Wood Handle I. C. spoons, 11 in. long, 2nd hand, each.....	1.00	.40
1	Only, Square End Wood Handle I. C. spoons, 12 in. long, 2nd hand, each.	1.00	.40
1	Only, 4 Teeth, 30 in. long Ice Chisel, 2nd hand, each.....	1.40	.60

ICE CREAM TOOLS.

		Original Price Doz.	Sale Price Doz.
10	3-pint Heavy Tin Double Lid I. C. Brick Moulds, wired at center....$0.40		$0.20
5	4-pint Heavy Tin Double Lid I. C. Moulds, wired at center (smoked slightly on outside).....	.50	.25
6	Milk or Cream Strainers, 10½x6x 3¾ (smoked slightly).....	...	.25
2	Milk or Cream Strainers, 13½x5½x		
1	Milk or Cream Strainer, 13½x5½x		
2	Milk or Cream Strainers, 11¼x5x6 in. (smoked slightly), for use with cloth only	...	.15

BREAD PANS.

48	Only, Square Quaker Pans, sizes ranging from 8x8½ to 8⅞x8⅞x2¾, per dozen		.50
32	Tin Bread Pans, 8¼x3¼x2½, per dozen		1.00
4	Pans, 10¾x5¼x3 inches Deep Oval Bread Pans, Strapped in 4's.....	2.20	1.20
17	Only, 20¾x10¾x1 New Russia Iron Counter Pans	5.00	2.50
3	Only, 10¼x6½x2¾ New Tin Bread Pans, strapped in threes.....	2.60	1.60
56	Only, 22½x10¼x1 New Russia Iron Counter Pans	5.00	2.50
92	Only, 11½x8¾x2 Iron Bread Pans, strapped in 2s, second-hand.....	2.25	1.00
56	Pans, No. 14, 11¼x7¼x2¾ inches, Russia Iron Bread Pans.....	3.00	1.75
25	Pans, 11½x7½x2 Tin B. Pans with handle (smoked slightly).....	1.35	.80
100	Pans, 11½x8½x2 Light Weight Tin Bread Pans with handles.....	1.10	.60
42	Pans, 16½x5¼x4 Slight Slant Pullman Pans without lids.....	6.00	2.75
	Above pans furnished with lids at	...	4.75
8	Pans, 8¾x8¾x2 Light Weight Tin Bread Pans	1.25	.35

PATTY PANS OR MUFFIN PANS.

51	Doz. 2¾x2¾x⅞ in. deep Boston Squares. Round Bottom, Jelly or Patty Pans	.15	.10
2	Frames, 12 to Frame 2¾x1½ deep, Special Drop Cake Pans, Second Hand, per dozen.....	5.00	2.50
1	Dozen 8-inch Medium Pie Pans Second Hand, per dozen.....	.35	.15
32	Only, 4-inch Scalloped Round Patty Pans, per doz.	.30	.15

PAPER CUTTERS.

Fastens under counter or shelf
(Piqua-Japanned).

6	Holds 6-in. rolls of paper, each.	$0.50	$0.25
2	Holds 9-in. rolls of paper, each.	.50	.25
8	Holds 12-in. rolls of paper, each.	.75	.35
2	Holds 15-in. rolls of paper, each.	1.00	.50
3	Holds 18-in. rolls of paper, each.	1.00	.50
4	Holds 20-in. rolls of paper, each.	1.00	.50
2	Holds 24-in. rolls of paper, each.	1.00	.50
1	Holds 36-in. rolls of paper, each.	1.10	.55

CAKE AND PIE PANS, ETC.

22	Large Square Cake Pans, 7x7x1, per doz.		1.00
15	No. 40, Angel Food Cake Pans, each		.02
26	5-qt. Turban or Turk Head Cake Moulds, 10½x3¾ inches	2.50	1.25
24	4-qt. Turban or Turk Head Cake Moulds, 10x3½ inches	2.25	1.15
24	3-qt. Turban or Turk Head Cake Moulds, 9¼x3 inches	2.00	1.00
54	2-qt. Turban or Turk Head Cake Moulds, deep, 8x3¼ inches	1.75	.90
118	Pans, 7 in. dia., ⅝ in. deep, shallow Jelly Cake Pans	.20	.10
148	Pans, 7½x1½ inches deep Mountain Cake Pans	$0.50	$0.30
48	Only, No. 40, Angel Food Pans, 6 in. dia., 2 in. deep, second hand	1.40	.75
2	Only, Square Angel Food Pans, 8x8x3, second hand	2.50	1.20
36	Only, 9½ in. diameter, 2 in. deep, Round Sponge Cake Moulds with tubes, per doz	1.50	.80

CAKE CUTTERS.

10	3¾-inch Round Scallop Cake Cutters, each	.25
2	3-inch Round Scallop Cake Cutters, each	.20
1	3-inch Plain Round Cooky Cutter	.15
1	3¼-inch Plain, Round Cooky Cutter	.05
1	3½-inch diameter Shamrock Cooky Cutter	.15
1	3½x3½ in. Plain Heart Cooky Cutter	.15
1	2½x3 in. Scalloped Heart Cooky Cutter	.10
1	5½x4¼ in. Rabbit Cooky Cutter	.15

OVENS.

1	120-loaf Perfection Oven tile shelf good as new	$227.00	$175.00
1	Only, No. 217 New Blodgett 4-shelf oven, capacity 64 loaves, tile shelves		200.00

MISCELLANEOUS.

(Second Hand)

1	18-inch, second hand Gas Candy Furnace, new price, $19.50. Price for quick sale	10.00

CLASSIFIED ADVERTISEMENTS.

Rate—Three cents per word, each insertion, where mail or replies are directed to our care, requiring forwarding postage. Two cents per word, each insertion where direct address is used.

Attention, Bakers! We sell patent brick bake ovens that can be moved. Cash or time terms. Satisfaction guaranteed. Send for catalogue. Middleby-Marshall Oven Co., 600 S. Sixth Street, St. Louis, Mo. tf

For Sale—Complete ice cream manufacturing outfit; plenty of packers and cans for starting up; cheap if taken at once. Burns' Bakery, Independence, Kansas.

Kusa Bakery, for sale, Kusa, Oklahoma. 9-7 tf

Noggle's Ice Cream Powder is a purely vegetable proposition and one that can't be beat. It increases the bulk and causes it to hold up, too. Conforms to all Pure Food laws and is an admirable substitute for gelatine, which some states prohibit.

NEW AND MISCELLANEOUS ITEMS.

Received too late to list in General Catalogue.

Mustard—1-gallon jugs $0.85

Worcestershire Style Table Sauce,
12-oz., per dozen 1.25
1-gallon jugs 1.50

Catsup—In jugs only, each ..... Out of

Packing Can Liners—Heavy cardboard, paraffined on both sides, to fit cans shown on page 233 of Tool Catalog.

	Per 1000	Per 100
1 quart	$11.25	$1.50
2 quart	12.60	1.60
4 quart	19.00	2.25
8 quart	26.00	3.00
12 quart	32.00	3.60
20 quart	45.00	5.00

Chair Back Covers—White duck only, with name in red letters.

	Per doz.
With name	$6.45
Without name	6.10

No. 12S Peanut Fryer 12 in. dia., 5½ in. deep with basket, will cook 6 lbs. of shelled peanuts and has hanger to drain grease back in fryer, price complete $3.50

No. 2. Electric Drink Mixer with detachable mixing arm 20.00

Extra Agitators, each 1.25

Round Crimped Paper Baking Cups, 2¾ in. top dia., 2 in. bottom dia., 1 in. deep. The cup cakes are baked and sold in this paper cup. Packed 1,000 to the box, per 1,000 ..... 2.00

Pie Markers to mark the top of your 8, 9 and 10 in. pies into 5 equal parts, each ..... .65

Pie Markers to mark the top of your 8, 9 and 10 in. pies into 6 equal parts, each ..... .75

Seven Star Cookie Machines, drops plain round, oval and square cookies without any hole in them. Price, with two cutters state kind of cutters wanted, each 6.00

The following cutters can be furnished at extra cost:

No. 233, makes 3½ to 4 in. dia. Round Cookie; each 1.20

No. 501, makes 3½ inch in dia. Oval Cookie; each 2.20

18-in. Depositing Pans used when making doughnuts with the Little Wonder Machine; fits our regular 18-in. Cruller Fryer; price, each 2.00

BUTTERMILK COOLER

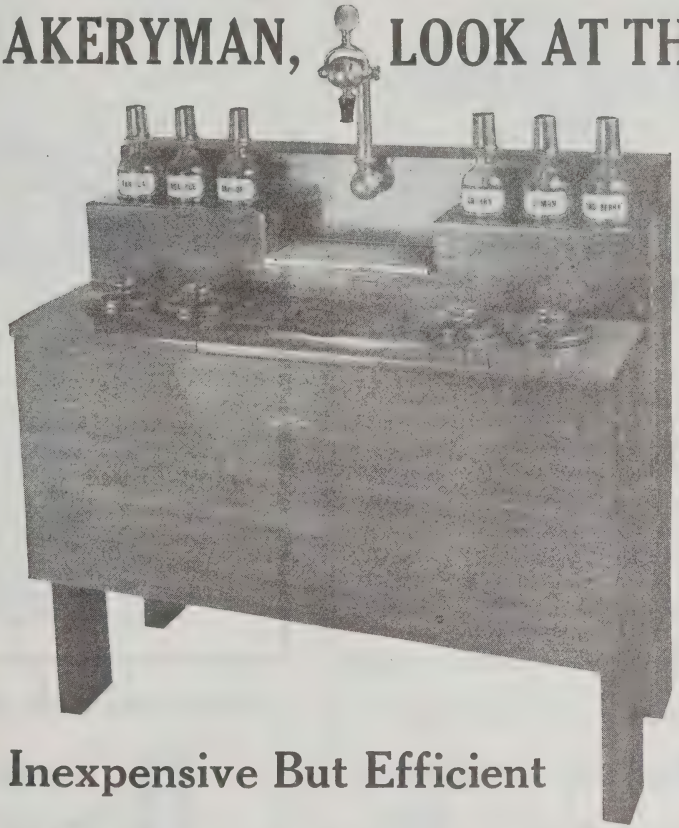
No. 13 1½-gal. capacity, each $20.00

COLORED TWINE.

Red Twine, in balls only, per lb 1.00

Fancy Brass Ball Twine Holders—Useful as well as ornamental. Special price, each $1.00

Mr. BAKERYMAN, LOOK AT THIS!



Inexpensive But Efficient

A "Bilt-Rite" Bottle Outfit

You can get in at small expense on the boom that's coming in Fountain Business, and clean up a nice bunch of money.

Among our line of "Bilt-Rite" Fountain outfits are a number of small Syrup Fountains that will answer every purpose until you can afford a larger outfit.

The above illustration shows one style of the outfits we have in stock—Six Syrup Bottles, Two Crushed Fruit Receptacles, Soda Draft and Refrigerator; just the thing for a small place. These outfits are moderately priced, and we have them ready to ship. No delay whatever.

We have the larger, complete outfits, also, which we can supply at short notice.

Get in communication with us at once.

The S. W. Noggle Company

KANSAS CITY **MISSOURI**

Are You Using

Red Star

COMPRESSED

Yeast

If Not Try It

Purest—Most Wholesome—Strongest

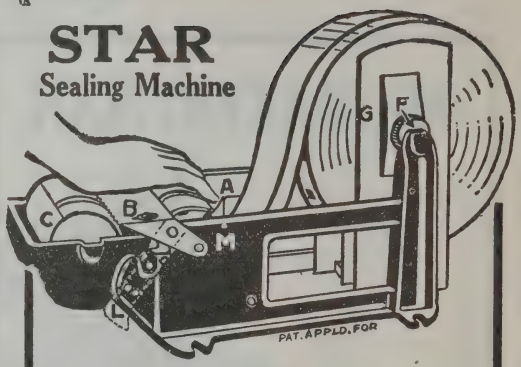
Makes a Salable, Pleasing-to-the-Taste Loaf

Prices quoted on standing orders according to amount ordered per week. Due to increased manufacturing costs we have dispensed with free samples.

RED STAR COMPRESSED YEAST CO.

KANSAS CITY, MO., BRANCH
1414 Wyandotte St.
OKLAHOMA CITY, OKLA., BRANCH
719 No. Hudson St.

STAR
Sealing Machine



An indispensable device for users of gum tape. Sets on counter—takes up very little space. Has brass sanitary roller that moistens the tape. Holds any size tape up to 3 inches wide.

Price of Machine - -	$5.00
1-2 in. tape roll - - -	.20
3-4 in. tape roll - - -	.35
1 in. tape roll - - -	.45

Brown tape only kept in stock.
Tape 10% less in 10 roll lots.

The S. W. Noggle Company
Kansas City, Mo.

Needle Point Ice Chipper

This is a handy tool for the ice cream worker. A little pushing stroke at proper angle will furnish a tub of ice in two minutes. Does not scatter. Length 9¼ inches; made of tinned iron with steel points. Wood handle.

Price, each 35c

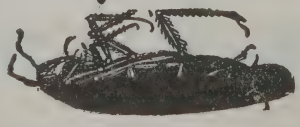
The S. W. Noggle Co.

KANSAS CITY, MO.

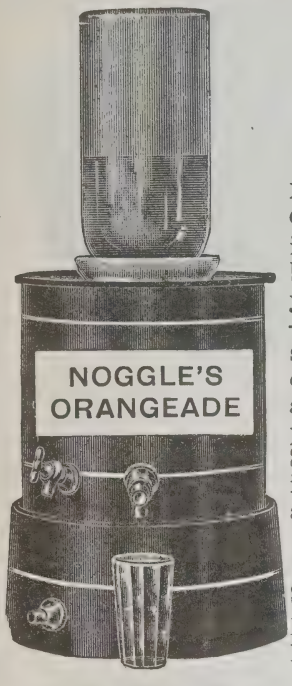
"Double Quick" Insect Powder

Kills 'em quick, hence the name. Cockroaches, lice, moth, ants, flies, mosquitoes, gnats, bed bugs and **OVEN LICE.**

1 large Bellows, 23 in. over all..$2.50
Sold only with 5 and 10-lb. pkgs.
Powder, 10-lb. pkg. $12.50
5-lb. pkg..... 6.50
Trial pkg. 1.00



NOGGLE Sells It



The Drink that Satisfies

NOGGLE'S ORANGEADE is a trade builder for your fountain—ready to serve with only water added—a big profit yielder. Start it early in the season, and you'll be well pleased with results. See Bull Dog, page 24, for prices.

YOU NEED THIS-

NOGGLE SELLS IT

Fig. 84002.

New Style Crushed Fruit Bowl. (No. 843.)

Capacity, 2 quarts. Takes up very little space on counter. Only 6½ inches wide by 7 inches high. Nickel-plated hinged cover with support for ladle.

Price, each $2.50

Noggle's

1919 Ice Cream Can and Tub Prices

FLAT BOTTOM ICE CREAM CANS		
1-quart size	Each	$1.00
2-quart size	Each	1.25
3-quart size	Each	1.40
4-quart size	Each	1.55
6-quart size	Each	1.80
8-quart size	Each	2.00
12-quart size	Each	2.60
16-quart size	Each	2.70
20-quart size	Each	3.20
30-quart size	Each	4.00
40-quart size	Each	5.40

HEAVY PACKING TUBS		
1-quart size	Each	$1.10
2-quart size	Each	1.30
3-quart size	Each	1.60
4-quart size	Each	2.15
6-quart size	Each	2.60
8-quart size	Each	3.30
12-quart size	Each	4.00
20-quart size	Each	6.00
40-quart size	Each	9.10

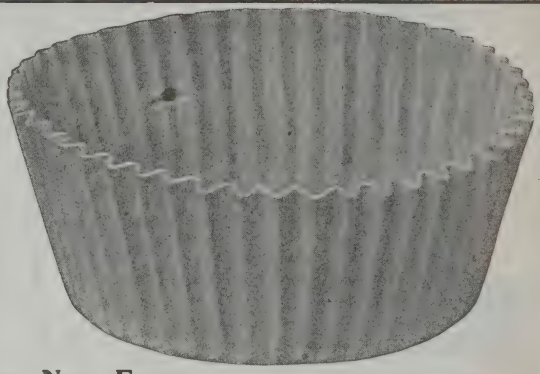
On orders of $50.00 to $100.00—5 per cent discount.
On orders of $100.00 or over—10 per cent discount.

The S. W. Noggle Company

Kansas City, Mo.

Paper Cup-Cake Baking Cups

Useful - Sanitary - Economical



Made of Special Heavyweight Wax Paper

The cup-cakes are baked and sold in these paper cups. No pans to grease or clean. A very sanitary and economical cup-cake that your trade will be pleased with. 2¾ inches diameter at the top: 2 inches diameter at bottom; 1 inch deep. Packed 1000 to box.

Price, Per 1000, $2.00

No order taken for less than 1000

Order Now From

THE S. W. NOGGLE CO., Kansas City, Mo.

The House of Quality and Service

Extracts Flavors

No baker's stock of supplies is complete without the

Noggle Line of Extracts, Flavors, Colors, Oils, Etc.

Our Extracts and Flavors are made with special view to giving a fine and finished flavor to all oven goods.

If unacquainted with this line of our goods, order a sample lot and test them for yourself. You will find them described fully in the Price List pages of the Bull Dog.

The S. W. Noggle Company, Kansas City, Mo.

Soda Fountains and Supplies

RIGHT NOW is the time to go over your equipment and replace all shortages. Remember, we carry a complete line of Wire Furniture, Tables and Chairs, Crushed Fruit Bowls, Chocolate Pots, Soda Spoons, Fruit Ladles, Soda Glasses and Holders, Sundae Cups, Banana Splits, Straw Holders, Ice Cream Dishers, Syrup Bottles, Serving Trays, Ice Scoops, Menu Holders, Syrup Percolators, Milk and Lemonade Shakers, Tumbler Brushes, Lemon Squeezers, Ice Picks, Square End Spoons, Etc.

Ask for quotations on any outfitting you need.

S. W. NOGGLE COMPANY, Kansas City

F-L-A-K-O

A Chocolate Icing Paste.
Equally good for icing cakes, flavoring creams or filling pies.
Always ready for Use.

This paste comes in soft form, and will prove a great convenience and time-saver, as the color and flavor are in the paste.

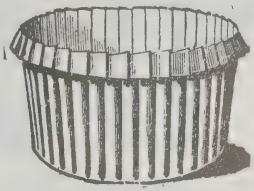
Its price, 30 cents a pound, will readily commend it to bakers.

Put up only in 5 and 10 pounds cans.

Full directions for use with each can.

Give it a trial.

THE S. W. NOGGLE CO.
KANSAS CITY, MO.

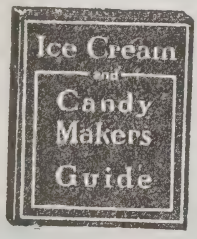


DECORATIONS

Many bakers and confectioners lose a nice profit in not handling fancy paper goods. Cake laces, doilies, crimped cups, bon-bon cases, frills, pie collars, etc., are so inexpensive and so ornamental that a customer's attention needs only be called to their use to make a sale.

Consult our General Catalogue under heading of Fancy Paper Goods for a complete line of these goods. You will find they add to the "looks" of your products and to your profits in handling.

THE S. W. NOGGLE CO.
KANSAS CITY, MO.



A Book You'll Need

The Ice Cream Season is Coming. Next in importance to having a complete assortment of tools and materials for making creams, is a book of recipes that tells you how to make all the most desirable and best selling kinds.

Noggle's Ice Cream Guide will be a help to you. A lot of good candy recipes thrown in for good measure. Price only $1.60 postpaid.

When shipped with other goods, $1.50.

THE S. W. NOGGLE CO.
KANSAS CITY, MO.

BREAD SUGAR

You Use Sugar

Why don't you use

NOGGLE'S CORN SUGAR

in your bread making and save about

2 Cents Per lb.

Recipes furnished for its use if desired. Many bakers use it like granulated; pound for pound in bread mixes.

TRY IT TRY IT

You Should Look After Such Savings

For Sale by

THE S. W. NOGGLE CO.
KANSAS CITY, MO.

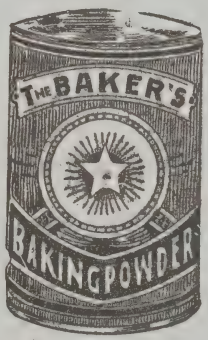
"11 COME 11"

If it's **LEAVENING** you want, you need **OUR**

Special Baking Powder

Works only when the heat strikes it—will stand in the dough for hours.

Price, 13c per lb. in 5-lb. cans.
In 120-lb. cases, 10c per lb.



OUR STAR BAKING POWDER

Is similar to **Baker's Special**, but made from different materials, and is worth the difference.

In 5-lb. cans .....17c per lb.
In 60-lb. cases .....15½c per lb.

IF IT IS PRICE YOU WANT

ZACAPA BAKING POWDER works similar to the above-mentioned brands.

In 5-lb. cans. . .....11c per lb.
In 60-lb. cases. . .....10c per lb.

Zacapa is the **best Baking Powder made for the price.**

Z
ACAPA

All our Baking Powders are guaranteed. They have been 20 years on the market amongst practical bakers. You take no chance when dealing with the Noggle House. Money back if not satisfied.

THE S. W. NOGGLE COMPANY

Biggest Bakers' Supply House in the United States.
Publishers of "The Bull Dog"—the Bakers' Trade Journal.

THE BULLDOG

Printed Wax Bread Wrappers

ADDITIONAL SIZES—REVISED PRICES.

DESIGN NO. 92 ANY WORDING DESIRED.

We are prepared to fill your orders for printed, waxed wrappers, promptly. Samples of paper and designs sent on request.

Dry-waxed paper—not self-sealing.

	12x16	13x16	13x17	13x18	14x16	14x18	14x20	15x18	15x20	15x22	16x26
Single Thousand	$4.25	$4.40	$4.55	$4.65	$4.50	$4.75	$5.00	$4.90	$5.15	$5.30	$6.25
2,000 to 4,000	3.60	3.75	3.90	4.00	3.85	4.10	4.40	4.30	4.75	4.90	5.85
5,000 to 9,000	3.25	3.45	3.60	3.70	3.55	3.80	4.10	4.00	4.50	4.65	5.60
10,000 to 24,000	3.10	3.30	3.45	3.55	3.40	3.65	4.00	3.90	4.40	4.55	5.50
25,000 to 49,000	3.00	3.20	3.35	3.45	3.30	3.55	3.90	3.80	4.30	4.45	5.40
50,000 and upward.	2.90	3.15	3.30	3.40	3.25	3.50	3.85	3.75	4.25	4.40	5.35

Quantity prices apply to the number ordered in each size, design or color of ink, and not quantities made up of different sizes, designs or colors, and are printed in blue, red or black ink from our stock or type designs. Ask for price on special designs.

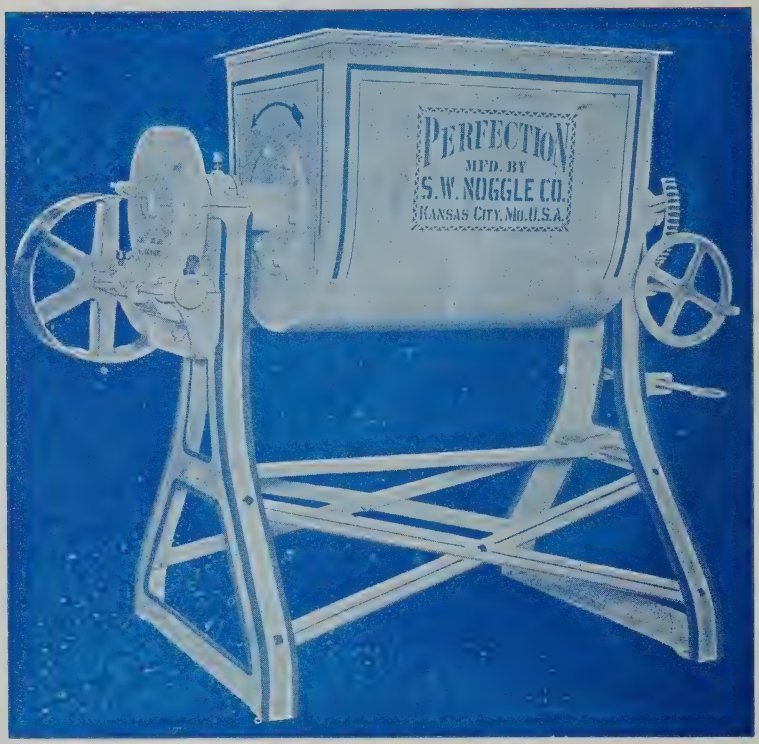
When ordering be sure to state: How many wanted. Size wanted. Color ink to use. Design wanted. Exact wording wanted. If ounces are wanted, give number for each size.

The S. W. Noggle Co., Kansas City, Mo.

BIGGEST BAKERS' SUPPLY HOUSE IN THE UNITED STATES

THE BULL DOG

A Better Loaf
A Bigger Profit



Quality, that will please your trade, lessened cost of production that will please you—both of these are assured to purchasers of the

Noggle Perfection Dough Mixer

Made in sizes to suit the needs of any bake shop.
Testimonials from scores of satisfied users sent on request.

The S. W. Noggle Co.

The Quality Supply House of the West. Kansas City, Mo.

NOG

THE BULL DOG

Devoted to the Interests of

BAKERS, CONFECTIONERS, ICE CREAM MAKERS AND SODA WATER DISPENSERS

Vol. 9 JUNE, 1919 No. 9

Published Monthly by

The S. W. Noggle Wholesale and Manufacturing Co.

SIXTEENTH STREET AND BALTIMORE AVENUE, KANSAS CITY, MO

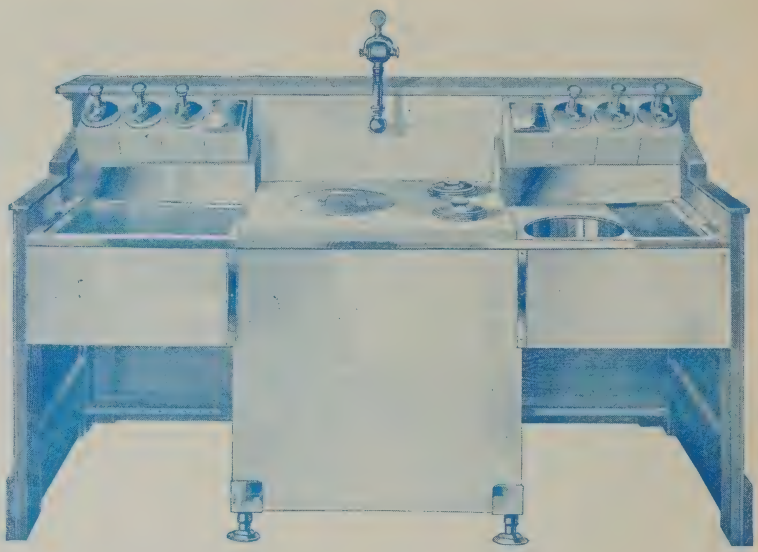
THE BULL DOG

JULY FIRST IS COMING!

A Bilt-Rite Quality Fountain

WILL SAVE THE DAY FOR YOU!

You PAY no more for a Bilt-Rite —but you GET more.



6-Foot Baltimore Interior—A Real Fountain.

DELAYS ARE DANGEROUS

We have a line of these fountains in stock—set up here on the floor of our big salesroom—ready to pack and ship at a few hours' notice—no waiting to send to factory. Order now, and get your fountain going and be making money, while your competitor is still "thinking" about it. If you are going to buy a fountain this season, buy a Bilt-Rite, and buy it NOW, from Noggle.

In offering the "Bilt-Rite" Quality Fountain to the trade we are giving fountain dispensers the opportunity to purchase an outfit that is not only **built right,** but is absolutely faultless in all details of arrangement, and has a style all its own—**a sure trade winner** wherever it has been installed. Write for special **Fountain Circular** and let us quote you prices and terms.

With **your fountain order** we can ship all tools and materials—sundae glasses, **sherbet cups, fruit bowls,** dishers, holders, spoons, scoops, straws, etc., together with **acids, phosphates,** syrups, crushed fruits and all soda goods. We are the leading **Soda Fountain outfitters** of the West.

The S. W. Noggle Company

KANSAS CITY, MO.

The Bull Dog

—Trade-Mark, Registered—

Published Monthly By

THE S. W. NOGGLE WHOLESALE & MANUFACTURING COMPANY

Sixteenth St. and Baltimore Ave., Gateway Station, Kansas City, Missouri

Devoted to the Interests of

The Baker, the Confectioner, the Ice Cream Maker and the Soda Fountain Dispenser

Subscription, Free to the Trade; to All Others, 10c a Copy; $1.00 a Year.

Please address all correspondence regarding this publication to

EDITOR, THE BULL DOG,

Care S. W. Noggle Wholesale and Manufacturing Company, Gateway Station, Kansas City, Mo.

Vol. IX JUNE 1919 No. 9

MEN ARE MEN.

Business is business, but men are men,
Working, loving and dreaming;
Toiling with hammer, brush, or pen,
Roistering, planning, scheming.

Business is business, but he's a fool
Whose business has grown to smother
His faith in men and the golden rule,
His love for friend and brother.

Business is business, but life is life,
Though we're all in the game to win it.
Let's rest sometimes from the heat and strife
And try to be friends a minute.

Let's seek to be comrades now and then
And slip from our golden tether;
Business is business, but men are men,
And we're all good pals together.

—E. M. Zimmerman.

—N-O-G-G-L-E—

WHY KICK?

A Few Years Ago—

Wheat was worth 60c per bushel; today, $2.26.

Corn sold for 21 cents; today, $1.65.

Live hogs brought $5.00 per 100 lbs.; today, $20.50.

Beef on foot was $7.00; today, $18.60.

Hens were $3.00 per dozen; today two hens bring that.

Butter, when it reached 30c per lb. was deemed a luxury and eaten sparingly; today you swallow 65-cent butter without batting an eye.

Eggs sold in summer time for 15c per dozen; today the storage houses are paying 37 cents, and next winter the consumer will pay 75c to $1.00.

Farm labor that could be obtained for 75c a day now costs $3.50 to $4.00, with "board" thrown in.

The day laborer who used to be satisfied with $1.00 a day now wants $3.00; and the "skilled mechanic" wants the earth.

So why kick when you are asked to pay $10.00 for a pair of shoes that used to cost you only $4.00; or $8.00 for a hat that formerly cost only $3.00; or 35c a yard for "gingham" that you once bought for 10c; or $300 for a wagon or machine or any old thing you formerly paid $100 or $125 for?

The housewife is inclined to complain about the hold-up prices of the grocer and butcher. How about her husband's earnings, compared with years ago? Are the whole works operating with a one-sided advance? Decidedly not.

Everybody kicks about everybody, and forgets himself. How about the other fellow's kick? Why do YOU charge more for YOUR product? Answer: Because it COSTS YOU MORE to produce. Everybody knows it. Then charge more as you ought to, and quit your kicking when the other fellow charges YOU more for HIS product.

—N-O-G-G-L-E—

"IT CAN'T BE DID."

No baker can afford to sell cheap bread so long as everything that goes into a loaf remains at "war prices." When flour, shortening, sugar, labor, rents, taxes, etc., reach a lower level, then will be time enough to consider a cheaper loaf.

—N-O-G-G-L-E—

Don'ts don't do any good if you don't pay attention. Don't waste time. Don't waste material. Don't destroy—save!

WHAT'S KEEPING YOU DOWN, JIM?

I'll tell you what's keeping you down, Jim,
On the same job year after year,
Though your service has been long and faithful,
And your record is straight and clear;
I have thought on your case many times, Jim,
And of what I could do for you;
I'd be glad of the chance to promote you;
But what other work can you do?

There is work to be done all around, Jim,
That carries more money. And still,
Of all the jobs that surround you,
Is there even one you can fill?
True, you've worked many years in the service,
And you've never been known to shirk,
But what time have you spent in preparing
To take up some other man's work?

On the heavy up-grade of achievement,
Where the footsteps of others have led,
It's the men who are always preparing
That are constantly forging ahead.
There are places ahead to be filled, Jim,
For those who are playing the game;
But some won't prepare for promotion.
The firm is not always to blame.

—From Impressions.

—N-O-G-G-L-E—

"FOR BETTER OR FOR WORSE."

Do you know that 12 o'clock noon is the traditional hour for a wedding ceremony. And do you know why?

Back in ye olden times in England it is said the bridegroom was supposed to take his wedding day on which to "celebrate," and as he believed in doing it with a full head of steam he began early, and therefore could not be relied upon to be sober long into the day. So, therefore, in order that he could appreciate the promises he was supposed to make—for better or for worse—the noon hour was taken as the knot-tying time. If he could say "I do" and "I will" at the proper time, without argument and without any undue hilarity or hesitancy or tangled tongue, the contract was closed and his bride then turned him loose to finish his "stew."

This was certainly some "loop hole" at the last hour. If the bride was a good looker and her fortune of a dignified size—the groom could use great care to see that her name no longer fit, but if she happened to be a sharp-tongued, nosey, know-it-all and want-it-all-her-own-way, a good souse at the right time would help him delay, if not permanently puncture the connubial passport. Doubtless this was sometimes used as a means of "breaking the contract"; and on the other hand it may have helped to "keep him straight"—at least until after the knot was tied.

So, you who desire to stick to "tradition" and use the noon time as knot time, be careful! You have a reputation handicap to overcome from the start. The leap into double harness is a big one of itself. Don't let "tradition" make it still bigger for you.

—N-O-G-G-L-E—

BE FAIR TO YOURSELF.

The baker who is selling bread at cost, or below cost of production, and letting his cakes, pastries and other products carry the business, is a price-cutter of the very worst type—he is cutting his own throat. He is unfair not only to the bakery trade, but unfair to his own business interests. He tries to bait his customers with cut-price bread just as mail order houses make bait prices on some items to pull trade—only he can't make up his loss on other goods as they do.

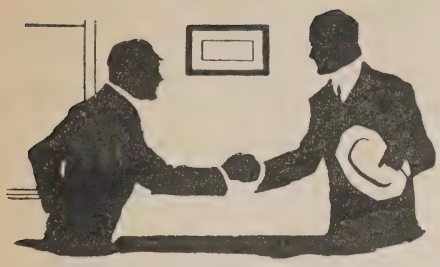
His pies and cakes yield him, at best, only a fair profit, and when he deliberately sets out to sell bread "at cost," he is committing an act of folly for which there is no excuse. You cannot excuse it on any grounds.

There is no reduction, since the war ended, in either materials or labor—these are still at flood-tide—going higher instead of lower. A pan greaser now asks $25.00 a week. Perhaps the price-cutter tries to excuse himself because he is "doing his own work," but even if he is, there ought to be for him in the cash drawer every Saturday night at least the lowest grade laborer's wage—but it won't be there if he persists in selling a pound loaf at "Three-for-a-quarter." It can't be "did."

—N-O-G-G-L-E—

WATCH YOUR FEET.

All through life be sure you put your feet in the right place, and then stand firm.—Lincoln.



A WORD ON BEING FRIENDLY.

The only way to have real friends is to be friendly—and start the friendship chain yourself. If you are opening up in a new town, or a new neighborhood, don't sit around and wait for the people to come in. Go out and hustle around in your immediate vicinity and meet the people—call on the banker, the doctors, the lawyers, the city officials (if your town is one of the old-fashioned sort with a court house in the center of the public square), the ticket and freight agent, the editor of the local paper—tell them who you are and what you expect to do.

If you are a live-looking chap, they'll most of them give you the glad hand of welcome and wish you success. But if you sit tight in your store, waiting for them to come in, there will be some that may never come at all. Get out and see the people. Be a "good mixer" outside your shop as well as inside. Friendliness pays, in satisfaction and in money, and your final success will be measured by the number of those patrons who come to know you well, and learn to "swear by" your goods.

—N-O-G-G-L-E—

"SAVE AND HAVE."

In a statement mailed to all holders of registered Liberty Bonds, together with their interest checks, the Secretary of the Treasury pays high tribute to the 20,000,000 Americans who so patriotically assisted in winning the war by purchasing War Savings Stamps and Liberty Bonds. He urges that the interest on the Liberty Bonds be converted into War Savings Stamps, which pay 4 per cent interest, compounded quarterly. Secretary Glass's statement follows:

"The United States appreciates your unselfish patriotism in lending the money which helped win the war. Upwards of 20,000,000 Americans shared this honor, and are receiving during 1919 more than $700,000,000 interest.

"Both good citizenship and your own profit will be served by the reinvestment of your share of this great sum in War Savings Stamps. The Government will be saved this immediate outlay in cash. You will profit by the quick reinvestment of your earnings, which is the high road to prosperity and comfort."

"Buy War Savings Stamps!"

—N-O-G-G-L-E—

GOOD ADVICE.

Says Mr. Dooley: "Whinever annybody offers to give ye somethin' f'r nawthin', or somethin' f'r less than it's worth, or more f'r somethin' than it's worth, don't take any chances! Yell f'r a polisman!"

This is mighty good advice to follow, especially when some fellow offers you a line of products of the "just as good" kind at a cut price. Why take a chance?

—N-O-G-G-L-E—

BUTTERMILK POWDER.

Buttermilk powder, which is rapidly finding favor among bakers of quality bread, is listed on pages 15 and 19. Full directions for its use with each order. Give it a trial, if you haven't used it.

—N-O-G-G-L-E—

HUMOR A BUFFER.

Humor is like the buffer between two heavy railroad cars—it relieves the jolt of life; it is a shock-absorber; it makes the journey through the years easier and brightens the pathway all along the route. We Americans could not get along without humor.—The Vagabond.

—N-O-G-G-L-E—

THOSE HELPLESS HUSBANDS.

The ladies, God bless 'em, were talking, in the humorously indulgent way in which they usually tackle the topic about their husbands and other women's husbands.

"John is perfectly helpless without me," said Mrs. A.

"Henry's that way, too," said Mrs. B. "I don't know what would become of him if I'd leave him for a week."

"Isn't it the truth?" sighed Mrs. C. "You'd think my husband was a child, the way I have to take care of him. Why, whenever he is mending his clothes, or even darning his socks, I always have to thread the needle for him!" —Cleveland Plain Dealer.

TWELVE THINGS TO REMEMBER:

The Value of Time.
The Success of Perseverance.
The Pleasure of Working.
The Dignity of Simplicity.
The Worth of Character.
The Power of Kindness.
The Influence of Example.
The Obligation of Duty.
The Wisdom of Economy.
The Virtue of Patience.
The Joy of Originating.
The Profit of Experience.

—N-O-G-G-L-E—

TREAT THE SALESMAN RIGHT.

The salesman is a necessary factor in every successful business. You may not think so at once, but if you stop to consider the salesman's place in our domestic economy, it may give you another thought.

In large measure, the prosperity of the country depends upon the men who sell goods. Many a factory or business house would come to a standstill if it did not send representatives into the field to tell the public of the merits of its merchandise.

The salesman is the pioneer in business, the missionary of trade, the advance agent of prosperity. When he calls on you, give him a minute or two, that he may tell his story. What he has to say may prove to be of great value. You have all to gain and nothing to lose by listening to him for a moment.

The salesman's life is not an easy one. He is seeking to make his living. Wife and children are dependent upon him. He is engaged in an honest and honorable calling. Don't give him the cold shoulder. He is the door-opener for trade. He can help you. Let him show you how. If he succeeds, you profit. If he fails, you lose nothing.

Many a man who began with selling has become the master of a big business. Selling taught him the gift of merchandising successfully. Welcome him who may teach you things you ought to know. It is a free education for you. He pays for it, not you.—"Good News for Bakers."

—N-O-G-G-L-E—

FIGURING THE PROFIT.

Profit in business does not consist solely in buying goods at a reasonable price and selling them at an advance. A man may do a large business and yet not make a cent profit though he sells nothing below the invoice price and loses nothing by debts or through poor-paying customers.

In figuring out the profits of his business a baker must take into consideration all the expenses of the business—the freight, the cartage, store rent, clerk hire, heat, light, power and other expenses connected with his business. He must even take into consideration his own time and the labor performed by the other members of his family. In all branches of trade this holds good. In reaching out for more business and trying to increase the volume of trade he must take into consideration what it costs to advertise, to deliver his goods and an increase of his salary list. All these things have to be figured when the question of profit is taken into consideration. One had even better do a reasonable small business, where expenses can be reduced to a minimum, than to attempt to do a large business with small capital at a great additional expense.

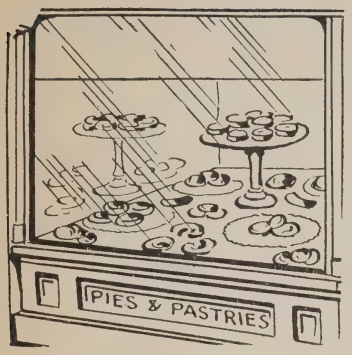
Profit, then, is what remains after the goods are paid for, store expenses are met and the interest of the money invested in the business is figured out and deducted.

Every baker ought to keep a strict account of all expenses and know just where he stands at the end of the year. Those who do not do this are apt to run behind without being conscious of it, and it is a very unsafe way of doing business for a man at the end of a year not to know exactly how much money he has made or lost, what cash he has on hand, what the value of his stock is and what it has cost him to do business during the year. It's the only sure guide for next year.

—N-O-G-G-L-E—

A TRINITY.

Andrew Carnegie was once asked which he considered to be the most important factor in industry—labor, capital or brains? The canny Scot replied, with a merry twinkle in his eye. "Which is the most important leg on a three-legged stool?"



YOUR STORE FRONT.

Next to a satisfied customer, an attractive store front is your most profitable advertisement. It not only indicates prosperity, but it is a silent yet constant reminder to passersby that your store is progressive.

Seasonable goods attractively displayed in your windows will attract the passerby. It cultivates the impulse to buy right on the spot.

A little time once a week, will enable you to make your window mutely suggest to the passing customer: "You need this—come in and get it."

Step outside and take a good, long look at your store. Study it up and down, compare it with other business fronts in your locality. You know the old adage, "Man, Know Thyself." Well, apply the same idea to your business. To begin with, start with the outside; that's what your customers see first. Stand in front of your store or across the street and imagine you are a customer going to your store. Then, ask yourself, is the store as attractive as it should be?

Are the signs in good repair, are they displayed in balanced form or are they getting old and worn? Are the windows and window displays pleasant to look at? Would a little paint do a world of good? It the sidewalk clean, etc? Then ask yourself if you couldn't add a little improvement here and there—maybe it will need only the rearranging of the signs. Good signs are good advertising, but old, tattered signs are worse than nothing.

Follow these little suggestions and the results will interest you. Remember, the first impression counts and your store front is what your present and prospective customers see first.

—N-O-G-G-L-E—

GET BUSY.

Master your present job—and soon you will have another job with more responsibility and more pay.

THE TIDY SHOP DRAWS TRADE.

As a trade-building influence, cleanliness and sanitation play a large part—larger than the average shop-keeper thinks. There are perhaps, in the course of a year, a hundred people who pass by and look in at your window, or even come in and "look around" and go away without buying—and there's a reason for it.

There is something about your display of goods, or the "general condition of things" that repels them—you lose a possible customer by indifference to the tastes of people of discernment and refinement. You may think some folks "over-nice" about things, but the fact remains that it is hard to be too clean or "nice" where foods are the matters under consideration.

Think it over.

—N-O-G-G-L-E—

Do you ship bread? The high quality of the Noggle line of shipping baskets and corrugated boxes will insure your product reaching its destination in good shape. Ask for quotations.

—N-O-G-G-L-E—

OLD MAIDS AND BORROWERS, PLEASE STEP LIVELY.

Below is a copy of a card which reached us through the mail. It shows how they treat 'em in Shreveport:

Length of Time for Visitors.

	Hrs.	Min.	Sec.
Friendly Calls—			
Men	....	2	....
Women	....	2	15
Old Maids	....	....	3
Pretty Girls	1	30	....
President of U. S.	1	25	....
Insurance Agents	....	....	44
Book Agents	....	....	33
Friends Looking for Free Pie	....	....	1
Friends Offering Drinks	....	10	....
Friends Asking Us to Lunch	1	59	....
Friends Selling Bazaar or Raffle Tickets	....	....	½
Friends Wanting to Borrow	0	0	0
Merry Widows	3	59	....
Debtors Wanting More Time	....	....	1

Debtors Wanting to Pay Bills, 2 a. m. to 2 a. m.

Cash Customers, Sunrise to Bedtime.

—The Southern Pine Salesman.

GOOD TOOLS ARE INDISPENSABLE.

If every baker in the world had hands and arms of steel that could never get tired, there would be little or no necessity for machines to mix dough or knead it into loaves of bread; but this not being possible, except, perhaps, in a fairy story, machines for mixing and moulding loaves are absolutely indispensable.

Of the many machines that have been invented to relieve the baker of the mankilling work of kneading bread, next to the dough mixer come the mechanical moulders and one of the most practical and popular of these machines is that known as the Peerless Moulder, sold and guaranteed by the Noggle House.

Among the many attractive features of the Peerless is its speed and accuracy, while at the same time retaining the results of hand kneading. The machine has a capacity for turning out loaves of any size and weight. Ask for descriptive literature, prices and terms.

—N-O-G-G-L-E—

VICTORY FLOUR FOR OVERSEAS.

The bakers of the country had a "scare" thrown into them last month when it was announced by the National Food Administration that the milling of mixed flours would be resumed. But this flour, it was learned later, is for over-sea consumption, the condition of famine-stricken Europe being so distressing, and the food requirements so great, that the Grain Corporation Board, which controls the wheat price and distribution, decided that a flour made of wheat, corn and other cereals could be used to advantage in allaying the hunger across the seas. American bakers will use all-wheat flour—at the same old war price.

—N-O-G-G-L-E—

THREATENS TO WITHDRAW PATRONAGE.

There was a wordy altercation on the doorstep, and then the postman turned away, muttering.

"What's the trouble?" queried a passerby, sympathetically.

"Why," explained the man, "the woman in that house says if I don't come earlier she'll get her letters from another postman."

—N-O-G-G-L-E—

SALT IS ESSENTIAL.

Salt is one of the most important ingredients that goes into a batch of dough. It neutralizes the acidity in the dough, assists in controlling fermentation and imparts a pleasant flavor to the bread.

BREAD CRUMBS

Bread is sold by the loaf, but eaten by the slice—don't forget that.

—N-O-G-G-L-E—

Bread appetite is created by good bread. The better the bread, the greater the appetite.

—N-O-G-G-L-E—

Buttermilk powder will give a new flavor to your loaf of bread. See price list pages 15 and 19.

—N-O-G-G-L-E—

Richness, bloom, flavor—each has its part in making up the perfect loaf, but the greatest of these is flavor. Nobody likes a tasteless slice of bread.

—N-O-G-G-L-E—

Taste your own bread and pastry occasionally, that you may judge if you are giving your patrons something you would enjoy eating yourself.

—N-O-G-G-L-E—

The "taste" of your bread, not the "looks," determines the quantity bought and consumed. Make it good to look at, but better to taste. Get the point?

—N-O-G-G-L-E—

Bakers can use as much as 10 per cent of corn starch or cream of maize and get a larger loaf, and as good quality, as when using all flour, and at quite a saving in cost. Don't overlook opportunities like this.

—N-O-G-G-L-E—

We can supply you with cake boxes, either plain, or printed to your order. They will enable you to handle your cakes in fine shape through the hot summer months that are coming.

—N-O-G-G-L-E—

If you have never tried baking cupcakes in corrugated wax paper baking cups, you should order a trial package and see how nicely it works. Your customers will be pleased, and come back for more. See page 30 of Bull Dog for description and prices.

—N-O-G-G-L-E—

In these days, when the market is being flooded with new extracts, flavors and fruit juices, just keep in mind the Noggle House with its complete stocks that have stood the test of years, and are made with a special view of helping you produce better goods, and not just to sell.

—N-O-G-G-L-E—

The poor bread not only hurts the makers of it, but in nine homes out of ten it hurts all other bakers as well; if not directly then remotely, because there is born in these homes where poor bread goes, a criticism of baker's bread as such, and there will be an inclination on the part of the women who run these homes to bake at home if they can find the time to do it.

For The Bakeryman

NO LOWERING OF PRICES YET.

The officers of the American Association of The Baking Industry have issued a statement, setting forth the result of a meeting on May 15 with Mr. Julius H. Barnes, head of the U. S. Grain Corporation, and Federal Wheat Director, from which we gather that there will be no cheap bread soon.

Mr. Barnes invited the leading bakers of the country to meet with him to discuss the possibilities of a lower-priced loaf of bread. The matter was considered from every angle, but the bakers stood firmly against any lowering of prices until wheat, the basic material of bread, should reach a lower level.

Mr. Barnes, in the face of an approaching wheat crop that will reach nearly one billion bushels, could give no assurance that flour would sell at less than $10.50 per barrel in quantities, and around $12.00 in small lots. The over-sea demand for food stuffs was given as the reason.

The bakers showed conclusively that flour must sell in this country at $6.00 to $8.00 per barrel before any appreciable drop in the price of the standard-weight loaves could be made. And there the matter rests for the present. As there also seems little prospect of relief from high prices of ingredients other than flour that enter into bread-making, bakers are urged to stick to standard weights and present prices, until there is a "drop" in something.

—N-O-G-G-L-E—

IT'S UP TO YOU, MR. BAKER.

An expert on baking matters, in a recent address, said: "There is not the slightest doubt in the world in my mind but that if women can buy the kind of bread they want and that their family wants they will not bake."

—N-O-G-G-L-E—

Cream of Maize is one of the best thickeners used by the baker. It is good in bread work, pie work and is almost indispensable as a general filler. Noggle has it.

BE A "QUALITY" BAKER.

It takes quality material to produce quality bread and quality pastries. If not acquainted with the Noggle line of supplies, turn over to the price list pages in the Bull Dog and make up a trial order. You will be pleased and your customers will be more than pleased —they'll come back for more.

—N-O-G-G-L-E—

IMPORTANCE OF MACHINERY.

These days, when labor is becoming more and more exacting in its demands, it is surely folly on the part of a baker to have work done by hand which can be done equally as well, if not better, by time and labor saving machinery. There are still some bakers in the land who have yet to learn of the immense value of modern machinery in their business.—Bakers' Weekly.

—N-O-G-G-L-E—

TRY CERELOSE.

Sufficient sugar must be present in the dough to hold out until the last stage in the process of fermentation, in order to produce a palatable, sweet, good-flavored loaf. This is of particular importance in sweet doughs for buns and coffee cakes. Since we should conserve all the cane sugar we possibly can, the problem of substituting cane sugar in doughs is a matter of great importance. Cerelose (or bread sugar) will serve the same purpose as cane or beet sugars, and can be used at a considerable saving in price. Listed among supplies on pages 16 and 21.

—N-O-G-G-L-E—

NEVER BEEN TRIED SINCE.

She—"Why are you looking so thoughtful, my dear?"

He—"I was wondering how Jonah got away with it when his wife asked him where he had been away from home all that time, and he told her a whale had swallowed him."—Baltimore American.

A WOMAN'S VIEWPOINT.

Why doesn't everybody buy bakers' bread?

This much-asked question was answered with considerable clearness by Mrs. J. R. Wood, a woman baker, at the New Orleans convention, when she said: "Nearly every housekeeper would gladly buy her products, rather than manufacture them herself. But the office of housewife carries grave responsibilities. She has the health and welfare of her family to consider, also their wishes, and the ever perplexing question of cost. She cannot think only of the time saved in buying, but she must investigate to see if the product she buys is as clean, nutritious, good and cheap as she can make herself."

It will be observed that Mrs. Wood mentioned cleanliness first, nutrition next and cheapness last, which is probably the correct in importance of the three points. Most women have a horror of dirt. They detest unclean methods in the making of things that they buy to eat, and some of them are suspicious of the baker's methods. The suspicion may be groundless. Often it is, for the majority of bakeries are doubtless conducted in a cleanly manner, but it would be fine missionary work for the baker to not only see that this product is made in the most clean and sanitary way, but to stress the fact in whatever method of publicity he uses.

If your bread is absolutely clean, don't be afraid to say so, and to invite housewives to come and see for themselves how it is made. Very few will come, perhaps, but the few who do come, and the fact that you extend the invitation, will do a great deal to carry conviction that your establishment is above suspicion in the matter of cleanliness.

It was worth a good deal to the bakers assembled in New Orleans and of the county generally, to get the view-point of a woman, a woman familiar alike with the likes and dislikes of the housewife and with the problems of the baker, and especially a woman with the intelligence and ability to see and understand the two sides of the matter and present them clearly to her listeners.

It all comes down to the point of making a quality product; of making a loaf of bread that is as good, as clean, and as nutritious as the home-made loaf, and then seeing that the housewife knows it.

When this is accomplished; when the housewife knows to a certainty that the loaf she buys is as clean, will taste as good and be as wholesome as the one she makes herself, she will buy her bread; and the possible difference in cost of one or two cents on the loaf will not be a governing factor.

—N-O-G-G-L-E—

TEXAS BAKERS MEET.

The annual convention of the Master Bakers of Texas was held in San Antonio, April 29, 30 and May 1. President Weiss of Houston, in his annual address, showed how the bakers of Texas, despite the handicap of Government restrictions and regulations, had come through the past year better bakers, with higher aims and more determined spirit, than at any time in the history of the association. He congratulated them warmly on the victory they had helped to win, both for their country and themselves.

A review of the work done by the Bakers' Service Board was read by Chairman Goodman of Dallas. Henry Steude, C. F. Yeager and J. M. Bell, officers of the National Association, were present and delivered encouraging addresses. Some excellent papers were read and discussed: "The Making of a Wholesome Loaf," by A. B. Laws of Dallas; "Flour Milling Chemistry," by F. H. Loomes of Wichita Falls, "Sandardization of Weights," by Theo Gotlieb of Galveston; "Selling Bread," by Geo. Steinbach of Houston; "Shipping Bread," by A. J. Doherty of Fort Worth; "The Re-adjustment After War," by W. A. Collmorgan of Lufkin, and "The Benefits of Organization," by H. J. Richter of San Antonio.

The new officers elected are: President, F. Goldman; vice-president, Charles Kuhlman; treasurer, Joe Schepp; executive committee, H. E. Weiss, H. L. Richter, W. L. Collmorgan, Ed. Goodman, James Bailie. The next convention city will be Galveston.

—N-O-G-G-L-E—

ARKANSAS-OKLAHOMA BAKERS.

The meeting at Fort Smith, Ark., on May 6, 7 and 8, of the Master Bakers of Arkansas and Oklahoma in joint convention, was one of the most pleasant and profitable gatherings held in many years by the bakers of the Southwest.

The attendance was large, the weather

was fine, the speeches were helpful and everybody had a good time. Good will, enthusiasm and delight were in evidence at all the business sessions and social doings.

Many important matters were up for discussion, and the lively interest shown by the bakers, indicate that they are ready to go forward in the endeavor to make the baking industry one of credit and honor and profit to all those engaged in it.

Among the several resolutions passed was one recommending that a bill be prepared and presented to the next legislatures of these two states, demanding a law for proper sanitation in all bakeshops, thus relieving the baker who is trying to elevate the trade, from the stigma of the shiftless, indifferent one who has no regard for his own or others interests.

The idea of holding joint conventions annually by two or more nearby states was believed to be a big forward step in the direction of a higher level for the bakery trade, and the success of this meeting of Arkansas and Oklahoma bakers gives the plan a big boost, and the two states will meet together again next year, Oklahoma bakers to be the hosts, at some place and date to be fixed later. Each state, however, will retain its individual association, the object of the annual joint meeting being a doubling up of forces in efforts to improve conditions in the baking industry.

—N-O-G-G-L-E—

TOO HOT FOR HIM.

An Irish paper was responsible for the following advertisement: "For sale, baker's business; good trade; large oven; present owner been in it for seven years; good reason for leaving."—Edinburgh Scotsman.

—N-O-G-G-L-E—

PRACTICAL DEMONSTRATION IN BAKING.

Demonstrations as to the proper methods of mixing, fermenting, making up, proofing and baking were conducted during the last day of the course at Dunwoody Institute, Minneapolis.

The formula and methods by which these doughs were made are as follows:

No. 1—Quick Method Formula.

Straight Dough:
100 lbs. flour
62 lbs. water, 62 per cent
1½ lbs. salt, 1½ per cent
3 lbs. malt, 3 per cent.
1 lb. shortening, 1 per cent
5 lbs. yeast, 5 per cent

Mixed ten minutes in machine running forty revolutions per minute. Temperature of dough was 87 degrees when mixed.

Dough was cut over in twenty minutes and allowed to stand five minutes longer, making a total of twenty-five minutes in trough.

No. 2—Sponge Dough.

Sponge:
65 lbs. flour
38 lbs. water
1½ lbs. yeast
4 oz. yeast food

Mixed ten minutes in machine running forty revolutions per minute. Temperature of sponge was 76 degrees when mixed.

Room temperature was maintained between 78 degrees and 80 degrees.

Sponge was allowed to stand undisturbed for six hours and thirty minutes.

Dough:
35 lbs. flour
17 lbs. water
1 lb. 10 oz. salt
3 lbs. sugar
1 shortening
8 oz. malt extract

Mixed six minutes in machine running forty revolutions per minute.

Temperature of dough was 82 degrees when mixed.

Dough was allowed to stand twenty minutes.

No. 3—Straight Dough With Yeast Food.

100 lbs. flour
56 lbs. water, 56 per cent
1 lb. 8 oz. salt, 1½ per cent.
3 lbs. sugar, 3 per cent
1 lb. shortening, 1 per cent
8 oz. malt extract, ½ per cent
1 lb. 2 oz. yeast, 1⅛ per cent
4 oz. yeast food, ¼ per cent

Mixed twelve minutes in machine running forty revolutions per minute. Temperature of dough was 81 per cent when mixed.

Dough was cut over in four hours and fifteen minutes, punched in one hour and ready in forty-five minutes, making total time in trough six hours,

Representative loaves made from each of doughs by the three methods described above were scored by the ninety bakers attending, with the result that those made entirely by machinery from sponge dough number two were given first place by an overwhelming majority.

—N-O-G-G-L-E—

NO NICKEL LOAF IN SIGHT.

Not only is the nickel loaf of bread still a long way off, but it is better so, in the opinion of Julius H. Barnes, United States Wheat Director.

In order to get the nickel loaf, Mr. Barnes says in a recent statement, said that wheat would have to be sold at 25 per cent of its present price; and if we had the nickel loaf, therefore, it would mean too great a disturbance of the general living scale and the wages of labor.

For The Confectioner

AND FOUNTAIN DISPENSER.

COLLECTING THE PENNIES.

To say that all fountain dispensers will be "driven to drink" before the special tax on ice cream and sodas can be repealed by congress, is stating it mildly. It sure is setting 'em crazy. The tax, while paid by the consumer, is more cordially detested by the dispenser. If it could be paid in a specified or lump sum, he'd gladly do it himself, rather than bother with the tax checks and the countless pennies.

Various plans are being tred out, and one of the most popular with all parties is that of a Louisville fountain that has adopted the following method:

A silver bowl has been placed on the back bar, and the odd penny or two of taxation on each drink goes directly into this bowl, instead of into the cash register. The tax money is kept entirely separate from the sales on drinks, and each day's collection of pennies represents the tax collected on that day's business. By using this method, the total of a day's, week's, month's or year's business will be normal. If the tax pennies were included in the sales total and the tax subtracted therefrom, it would show a total volume of business done which was not actually done by the department.

The plan also appeals to the public to a greater extent. Seeing each penny of tax placed in a separate receptacle, people can't figure that the company is profiting through charging the tax. The public feels certain that every penny going into the silver bowl is going to the government to liquidate the country's war debts. This method has a strong patriotic appeal and appears to be among the best systems that have been worked out.

—N-O-G-G-L-E—

Everything used at the soda fountain—ask Noggle.

WAKE UP AND GET INTO LINE.

Any man who is marking time while waiting for lower prices touching any of the essential commodities is simply wasting time and opportunity. He ought to realize that the cost rates of 1914 are now gone and may as well be forgotten. We have got to figure upon the costs of today and tomorrow. To assume that these prices will be materially reduced is no more than a dream. The one course to adopt is to accept the inevitable and get the prices for the finished product that must be had in order to stay in trade and prosper.

The business world has entered upon an era of new conditions which demand prompt and intelligent action. The confectioner, little or big, is no more exempt from new problems of cost, profit and loss than any other business man. Keep in mind the one fact that we are living in 1919 and that we must all get up to date in our buying and selling. To hesitate or neglect the serious need of getting your prices into line accordingly is to go backward rather than forward in the pursuit of business. It can't be done!—Confectioners' Journal.

—N-O-G-G-L-E—

LAZINESS.

The word "laziness," as commonly used, refers to man's physical disposition; but investigation proves that there are more men addicted to mental laziness (minds that are not working along productive lines) than physical. Brush the cob-webs from your dome and get to thinking hard about the problems of life and business.

—N-O-G-G-L-E—

JULY FIRST APPROACHES, THE COUNTRY'S GOING DRY!

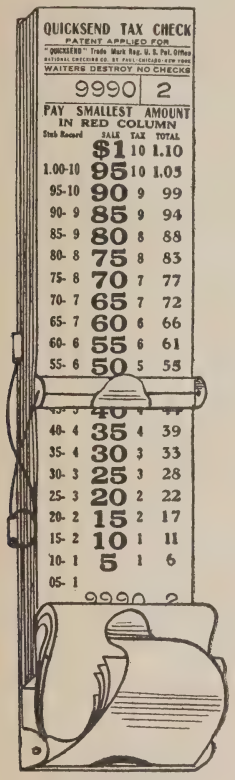
Do Your Ordering Now—

Equipment
Tools
Materials
Supplies

Be Ready! Be "Good and Ready."

THE QUICK-SEND TAX CHECK.

This is the quickest and safest device we have yet seen for computing the Internal Revenue Tax which is to be collected from the consumer after May 1 on all soft drinks, ice cream and fountain



dishes. You simply tear off the check at regular sale price, shown by central row of figures, and the added tax is computed and appears in red figures in the right hand column—this total being the amount the customer pays. The stubs which remain on the pad enable you to check up your sales and compute the amount of tax that you owe the Government.

All checks are packed 5,000 in a carton, weighing 8 lbs., and are numbered from 1 to 5,000 consecutively. We do not break cartons. Stock checks can be shipped immediately. Fifty record sheets are included free. Prices are as follows:

Holders, each	$ 0.75
10,000 stock checks	6.00
25,000 stock checks	13.50
50,000 stock checks	22.50

If sent by parcel post, postage is additional. Send all orders to

THE S. W. NOGGLE COMPANY,
Kansas City, Mo.

ANOTHER STYLE OF CHECKS.

The A. B. C. Tax Checks come in two styles—numbered and unnumbered. The numbered, of course, is the better form for record and for checking up.

These checks can be marked with lead pencil, or punched with your own spring punch. Prices are as follows:

In 10,000 cartons, per carton, numbered $4.50, unnumbered $3.75.

Holders not absolutely necessary, but are a great convenience. These come extra at 50 cents each.

Beginning May 1st, you **must** keep track of all soft drink sales, and collect tax for Uncle Sam. He will slip into your place of business unannounced like a cigar or tobacco inspector, and ask to see your Soft Drink Sales Record. What will you do, if you have none? Rather, what will Uncle Sam do? You can guess!

Be ready! These Tax Checks are now available Order from Noggle for **quick service.** No orders taken for less than 10,000.

The S. W. Noggle Company,

—N-O-G-G-L-E—

A HIGH-CLASS FOUNTAIN.

The "Bilt-Rite" soda fountain, which is sold exclusively by the Noggle House in western territory, meets every demand required of a first-class fountain. We have sizes to suit any need, from the smallest to the most elaborate. If you plan to buy a fountain this season, write to Noggle first for descriptive literature and prices and terms.

—N-O-G-G-L-E—

Carbonators, Soda Fountains, Ice Cream Freezers, Ice Crushers—ask Noggle.

—N-O-G-G-L-E—

THE NOGGLE LINE.

The Noggle House line of equipment, tools and supplies covers every need of the Fountain Dispenser, Ice Cream Maker, Restaurant and Hotel Keeper. We carry the goods in stock. Quality lines and quick service are the foundation of our success. Ask for catalog which lists fountains, ice cream equipment, tools and materials, table decorations, napkins, doilies and all paper goods, bake-shop and kitchen outfits of every character. Our house organ, The Bull Dog, lists food and drink supplies only.

THE S. W. NOGGLE CO.,
Kansas City, U. S. A.

LEGAL ICE CREAM IN KANSAS.

Ice cream is a frozen product made from cream and sugar, with or without flavoring, and contains not less than 14 per cent of milk fat.

—N-O-G-G-L-E—

FOR THE PEACH SEASON.

Peach Ice Cream.

Three quarts cream, 2½ lbs. sugar, 1 quart peach pulp. Cook the cream and half the sugar in a farina boiler, until the sugar is dissolved and is near the boiling point, take off the fire, strain through wire sieve into a porcelain-lined bowl, cover with gauze and let stand until cool, then freeze. Mix the other half of the sugar and pulp to a smooth paste, and beat into the frozen cream. It requires 3 to 4 quarts of peaches to yield the required quantity of pulp. If preferred, one quart of peaches may be reserved and the cream made up with 1½ pints pulp. Pare and cut the peaches in small bits, drop into cold water to prevent their change of color, and stir into the cream after it is ready to serve.

Frozen Peaches.

Two pounds cut peaches, 2 lbs. sugar, 1 dozen peach kernels, 1 quart water. Pare the fruit, cut in half and drop at once into ice-cold water. When you have the amount required, drain them quickly, and mix with the sugar, adding the kernels, which you must pound to a paste, and tie in a muslin bag; add the water, and when the sugar is dissolved, take out the bag, chop the fruit into dice, mix and freeze.

Peach Water Ice.

Three quarts water, 4 lbs. sugar, 1 quart peach pulp; about 3 quarts of peaches are required. Color to a pale pink with liquid carmine. Cook the sugar and water to a clear syrup, remove the scum, and strain the hot syrup through a fine muslin cloth, and set to cool. Pour it into the freezer, add the prepared peaches. You may add one white of egg while freezing. The composition of the peach water ice is 18 to 20 degrees on the syrup gauge.

TAFFY AND BRITTLE.

Peanuts and popcorn are all-season goods, and we give herewith several formulas that will prove good sellers, and bring you a nice profit:

Peanut Taffy.

4 lbs. sugar
3 lbs. glucose
Water to dissolve same
Place in kettle

Use a good hot fire and let come to a good hard boil. Keep the cover on the kettle all the time. This is very necessary, so that the edge of your mixture does not caramelize. When your mix boils good and hard, remove the cover and add the peanuts, whatever amount you wish to use. Allow the batch to cook further until the peanuts start to smoke, and smell good; then pour on a greased slab; spread out smooth with a rolling pin, and just before the batch gets cold, cut into bars the size of the pan into which you intend to place them. Bars are the neatest and easiest handled when selling. If you wrap each bar with waxed paper it will add to the attractiveness and help the sales.

Peanut Brittle.

4 lbs. sugar
1 lbs. glucose
1 pt. water

Cook to 250 degrees, then add a tablespoon full of butter, and a tablespoonful of New Orleans molasses. Incorporate these ingredients well, and cook to 289 degrees. Now set the mixture off and pour into it 2 pounds of ground peanuts. Now pour on a greased slab, spread it out as thin as you possibly can. Turn the batch over and when cold break up into pieces to suit your display.

Popcorn Brittle.

4 lbs. light yellow sugar
½ lb. glucose
1 pt. molasses

Cook to 290 degrees. Take off the fire; leave stand a few seconds, and stir into the batch about a teaspoonful of soda and a quantity of popcorn; then pour out on a slab.

—N-O-G-G-L-E—

GET YOUR TAX CHECKS.

If you want to keep an honest record of your soda sales for the Government, and eliminate all trouble in paying the "luxury tax" on all drinks, creams, ices, etc., you should by all means provide yourself with Tax Checks. It's the easiest and safest way.

—N-O-G-G-L-E—

Ice cream tubs—cans—appliances—need them? Ask Noggle.

News Notes From the Field

R. J. Patterson has succeeded to the ownership of the Smithville Bakery at Smithville, Mo., having bought out Gotleib Beck.

W. S. Crutchfield at Salisbury, Mo., recently had his hand caught in the machinery while working in the shop and suffered a painful and rather serious injury. Though he is still in the hospital, his doctors report his condition as favorable, and his friends wish him a speedy recovery.

L. J. Frankenburg of Lawson, Mo., has recently added a lunch counter to his bakery, and business is flourishing "Franke" says his chief difficulty is to bake pies fast enough to supply his new counter trade.

C. L. Cummings of Valley Falls, Kas., has sold his bakery business to A. M. Gahm.

A. Stricklen has bought the cafe formerly conducted by Ed Cooper at St. John, Kan.

T. Z. Lockwood at Salina, Kan., is having a big run of trade on his home made candies.

Joe Mohasky of Ellsworth, Kan., has moved into his new shop, and reports that increased business and a new baby boy at his house give him all he can attend to.

Al Starky at Salina, Kan., has started a pie bakery and having all the business he can take care of.

Mrs. Bornschein has started up her bakery again at Ellsworth, Kan., after a shut-down of six months. She reports good business from the first day.

George H. Powers, an old-time baker, has bought a shop at Geneseo, Kan., and reports fine business.

Mrs. Zella Thomason at Eldorado, Kan., recently purchased an uptown bakery and reports trade growing rapidly.

Elliott & Reece at Monett, Mo., are having fine success with their Corn Crispettes, a confection that is coming into public favor rapidly.

L. T. Schafer at Prague, Okla., has moved into his own building, and with new machinery and plenty of room he is doing a big business in baking and candy lines. He ships quite a lot of bread, and his new location gives him a fine chance at the retail trade, especially in candies. The Bull Dog wishes him all kinds of success.

During the month of May the Noggle House delivered "Perfection" Dough Mixers to the following bakers, which insures to them a better loaf of bread, a bigger profit and relief from much hard labor:

Paul Nicolay, Abilene, Kan.
C. & W. Bauer, Rush, Tex.
Fred Lachmund, Springdale, Ark.
Ed. Seeger, Whitesboro, Tex.

Ehley & Phillips, Osborne, Kan., have added some new equipment to their baking department.

F. Earhart, Hot Springs, Ark., is building up a pie trade that is the envy of the bakers of that section of country.

Business at the cafe and bakery of H. Dickerson at Cimarron, Kan., is booming like the river of that name sometimes does in the spring season.

Drake & Gowan at Ottawa, Kan., recently added some new equipment to their ice cream "parlor" and are now ready to take care of a big summer trade.

R. T. Enslen, Wellsville, Mo., runs an ice cream department in connection with his "Model Bakery."

Lee Edwards at Crowell, Tex., reports business going at full tilt, and his trade growing steadily.

Norman Eighme of St. Francis, Kan., has recently purchased an outfit through the Noggle House and opened up the "St. Francis Steam Bakery." Go to it, Norm.

A letter of recent date from John Fritz, Coweta, Okla., indicates that business is booming in that territory, and particularly the baking trade in John's town.

Emil Steinbock, who operates an ice cream plant and bottling works at

Frederick, Okla., is entering the summer season with every prospect of the biggest trade he ever had.

The business of George Gauggel at Fort Scott, Kan., goes at the same merry clip all the year round—never any dull seasons. George always has his plans made and his materials at hand to meet any conditions that may arise. His motto is "Everything Strictly First Class and on the Dot."

John C. Gaede, Fredonia, Kan., reports a steady trade in all his lines—bread, cakes, pastries, ice cream and home made candies.

J. L. Griffin writes from Liberty, Mo., that his fountain trade is starting off nicely, despite the cool weather. He expects a big summer's trade.

Harold Gregory of Quapaw, Okla., has added some equipment that will help him take care of his growing trade.

J. W. Golson recently installed a candy outfit in his shop and will proceed to hand out goods of the home made variety in all shapes and flavors.

F. A. Gelhausen, who runs an "ice cream factory" at Vernon, Tex., writes that the weather this spring has been bad on trade in this line, but he has ordered some additional equipment, and when good weather does come will make up for lost time.

F. A. Guenther, the "old reliable" baker at Clinton, Mo., is going into the ice cream business stronger than ever this season.

Louis Alexander, Picher, Okla., has made preparations for a "killing" in the soft drink business, 'long about July 1st, "when the whole d——d country goes dry." He has ordered everything he thinks he'll ever need, but he is probably only just beginning. This "soda business" is going to surprise some folks who have been "fooling along," and the ready ones will clean up a nice lot of money.

Atkinson & Co., at Bentonville, Ark., is now Atkinson & Huffman.

R. N. Baker, Bentonville, Ark., has a name that fits the business, and does a business worthy of his name and trade.

A. L. Baldus, Atkins, Ark., is having a nice trade in both bakeshop lines and candy kitchen products.

Frank Ballance, who runs the Peerless Bakery at Fayetteville, Ark., reports trade booming in all lines. Frank is a live one.

The Purity Bakery at Stuttgart, Ark., under the efficient management of W. L. Bass, is enjoying prosperity.

The bakery business formerly conducted by W. F. Albright at Batesville, Ark., and now operated by the Batesville Baking Co., is booming along at top speed.

—N-O-G-G-L-E—

Dealers in soft drinks, especially those who contemplate beginning this business, should look into the merits of Noggle's Orangeade. It is a trade winner and a profit producer.

—N-O-G-G-L-E—

Tables? Chairs? Stools? Noggle has 'em—and can supply your wants promptly. Ask for quotations on what you need. Keep your "parlor" looking spick and span. It's a big ad for you.

—N-O-G-G-L-E—

Tax Checks for use at the fountain and in ice cream parlors will help to make things go smoothly, for yourself, the customer, and the Government. Very simple, and not expensive. See price quotations on page 11.

—N-O-G-G-L-E—

Going to put in a new fountain this season? Write us for literature and prices on the "Bilt-Rite" line.

—N-O-G-G-L-E—

Soda fountain materials—fruits, flavors, spoons, dishers, glasses, straws, holders? Ask Noggle.

—N-O-G-G-L-E—

Wyandotte C. & C. cleans ice cream cans. It cuts the grease. All big creameries use it. Noggle sells it.

—N-O-G-G-L-E—

A big ice cream trade means a big cake trade—they go together. Get ready for both—ask Noggle.

—N-O-G-G-L-E—

Swat that fly! Get him now, before he breeds several million more. Flies are the deadliest pests in the world. They carry disease into every place they enter. Screen your shop and store. Shut them out. Kill 'em!

JUNE, 1919, PRICE LIST

OF

S. W. Noggle Wholesale & Manufacturing Company

KANSAS CITY, MISSOURI

(Destroy all Previous Lists)

We go to press the 25th of each month. All prices are then good, but subject to change without notice. In commodities that fluctuate like sugar, glucose, etc., it is impossible to have a standing price that will cover. We therefore trust to our customer's fairness to accept the market.

READ THIS BEFORE ORDERING.

If a credit arrangement has not been established with us it is absolutely necessary to send references when ordering. Or, if in a hurry for the goods, send four or five dollars with the order, and the remainder can be paid on arrival of the shipment, and your references can be consulted for further use.

We positively will not ship goods C. O. D. without sufficient deposit with the order to cover the freight or express charges both ways. When remitting for Parcel Post shipment, add estimated amount for postage. Excess, if any, will be returned.

We invite credit business, but must be given ample opportunity to consult references and authorities before shipping.

Out-of-town references, in same mail with order, cannot be heard from so as to give quick shipment on terms. It is best to send remittance with first order, and also references. Then the latter can be looked up so as to take care of the next order on credit terms.

Customers selling out are not released from bills owing, even if their buyer does assume the bills. **See that all your bills are paid.** You are liable for them.

When ordering goods, sign individual names of owners—not the name of your confectionery or bakery.

New customers, or old customers starting new, or buying out business in new location, should mention where they have been in business before, so that we can identify them and thus give quick attention to the order.

(United States Food Administration License No. G, 13060)

BAKER'S AND ICE CREAM MAKER'S DEPARTMENT.

ACIDS

Acetic, Concentrated, per lb	$0.35
Citric, C. P. Crystals, per lb	1.25
Citric, C. P. Powdered, per lb	1.50
Tartaric, C. P. Powdered, per lb	1.35
Tartaric, C. P. Crystals, per lb	1.25

ALBUMEN CRYSTALS

	100-lb. cases	Less
Russian, per lb	$2.40	$2.50

ALKALI SPECIAL

In 300-lb. bbls., per 100 lbs	$6.15

For use in tanks where bread tins are boiled.

ALMOND PASTE (Heide's)

	Single 5-lb. cans	Case 30-lbs.
Price, per lb	$0.54	$0.53

AMMONIA (Carbonated) (a)

Powdered, 5-lb. cans, per lb	.21
Less, per lb., in tin can	.27

(a) Use of ammonia in baking is forbidden in Kansas. We ship ammonia in cans only.

ANGEL CAKE POWDER (For Angel Food Cake)

In 1-lb. cans	$1.55
In 5-lb. cans	1.50
In 10-lb. cans	1.48
In 25-lb. cans	1.45

Formula—1 pint lukewarm water, 6 oz. Angel Cake Powder; beat this up real stiff. Above is equal to 1 pint egg whites. Makes excellent cakes for less money. Full directions with each package.

ANGELIQUE

In 8½-lb. boxes, per lb	$0.80
Less, per lb	.85

APRICOTS (Evaporated)

50-lb. boxes, per lb	$0.27
In 25-lb. boxes, per lb	.28
Less, per lb	.29

BAKING POWDER (b)

Baker's Star—	
5 and 10-lb. cans, per lb	$0.17
Per case, 12 5-lb. cans	9.30
Per case, 12 10-lb. cans	13.00

BAKING POWDER—Continued

Baker's Special, per case, 12 5-lb. cans	6.40
Per case, 12 10-lb. cans	12.00
Per single, 10-lb. can, per lb	12½
Per single, 5-lb. can, per lb	13
Zacapa, per case 60 lbs., per lb	$0.10
Per Single, 5-lb. can, per lb	.11
Baker's Delight, per case of 12 5-lb. cans	8.00
Per single 5-lb. can, per lb	.14
Knoxall, in barrels of about 350 lbs., per lb	.08
Drums, 175 lbs., per lb	.08½
Drums, 125 lbs., per lb	.09

(b) Bakers should try "Star" and "Special" Powders. Either brand gives more finished goods for less money than any Powder made. It swells your cake without puffing it. You can cut down size of cake in dough 10 per cent and still get just as large a cake as with other Powders. Free sample for trial.

BOILER COMPOUND

Wyandotte Boiler Cleaner, in 280-lb. bbls., per 100 lbs	$4.65

BORAX

5-lb. boxes, per lb	$0.15

BREAD SUGAR—Cerelose

Price, per 100-lb. bag	$7.86

BUTTER FLAVOR (Imitation)

Per gallon	$6.00
Per quart	1.75
Per pint	1.00

BUTTERMILK POWDER

In 200-lb. barrels, per lb	$0.19
In 100-lb. drums, per lb	.20

CAKE FILLER—Marshmallow

Make your own from Noggle's Quick-Action Marshmallow Powder. See full instructions and prices under Marshmallow Paste, second column, page 19.

CAKE FLAVOR (Ka-Flav)

A big saving over mace in price, and will satisfy as to quality.

In 1-lb. cans, per lb	$0.50
In 6-lb. cans, per lb	.45
In 30-lb. pails, per lb	.42

CANNED FRUIT (See Pie Fruits)

CARAMEL CREAM (Perfection)

See Candy Maker's Department page 21.

All Prices Subject to Change Without Notice.

CARAMEL COLOR

Per gal. (in 5-gal. lots).....$2.50
Per single gal..... 3.00
Per quart ..... .85

CEMENT (For Flues, Ovens, etc.)

10-lb. cans, per can 1.50

CERELOSE (Corn or Bread Sugar)

Per 100-lb. bag $7.86

CHEESE COLOR—Danish

In 1-gallon bottles only, per gal.....$3.50

CHERRIES (Evaporated)

Price, per lb.....None in Stock

CHILI BEANS (Pink)

Per lb.....$0.13
In bags, per lb..... .12

CHOCOLATE (Liquor or Bitter, for Baking)

	100-lb. Cases	10-lb. Cakes
Rex, per lb	$0.35	$0.37
Puritan, per lb	.33	.35
Nugget, per lb	.32	.34

CHOCOLATE (Sweet Coatings)

Invincible, per lb	$0.33	$0.35
Challenge, per lb	.32	.34
Peerless, per lb	..	Out of Stock
Bitter Sweet, per lb	.35	.37
Milk Chocolate, per lb	.39	.40

CHOCOLATE PASTE

Invincible, for making chocolate pies, icings, etc.

	5-lb. jars	2½-lb. jars	1¼-lb. jars
Per lb.	$0.45	$0.47	$0.50

Fla-ko, for your convenience in flavoring and coloring chocolate icings.
In 5-lb. cans, per lb.....$0.30
In 10-lb. cans, per lb..... .29

CITRON (f)

	25-lb. Drums	10-lb. Bxs.	5-lb. Bxs.
No. 2, per lb	$0.35	$0.37	$0.38
No. 1, per lb	.36	.38	.40
Fancy, per lb	...	.40	.41
Lemon Peel	.30	.31	.32
Orange Peel	.30	.31	.32

CLEANING POWDER (g)

	250-lb. Bbls.	50-lb. Kegs	25-lb. Bags
Wyandotte, per 100 lbs	$4.65	$5.70	$6.70
5-bbl. lots (one delivery) per 100 lbs			$4.52½
10-bbl. lots (one delivery) per 100 lbs			4.40
Bbls. of 50 5-lb. bags, per bbl			$14.20
Soap Chips, amber, per lb			$0.22

15 lbs. Soap Chips, 15 lbs. Wyandotte C. and C., 50 gallons water, boiled together, makes 50 gallons of soft soap.

Wyandotte Building	250-lb. Bbls.	75-lb. Kegs.	
Detergent, per 100 lbs	$6.80	$7.85	
5-bbl. lots, per 100 lbs.	....	....	$6.67½
10-bbl. lots, per 100 lbs.	....	....	6.55
Bbls. of 50 5-lb. bags, per bbl			20.15

Sweeping Powder (Bull Dog Brand)
Lays dust in sweeping. One handful goes as far as two of most others.
In 250-lb. drums.....$5.65

COCKROACH POWDER

Shure-Kure Roach Powder, in 1-lb. cans, per lb. $0.50
Dead Shot, in 1-lb. cans, per lb..... .50
Noggle's Perfection Roach and Insect Destroyer (Liquid).
Per gallon $7.00
Per pint 1.00

NEED MORE—A POWDER
(Kills Roaches, Ants, Flies, Mosquitos, Chicken Lice, Plant Lice, Rose Slugs, Fleas, Cabbage Worms, Boll Weevil, etc.)
Small Size, 4 oz. net, per can.....$0.25
Large Size, 1-lb. 4 oz. net, per can..... 1.00

Double-Quick—Fly and roach powder. The universal insect killer—kills 'em quick. Small size. $0.25; medium. $0.50; large.....$1.00
Rat-Swat—It embalms and dries them up.
Mammoth size, $3.00. Medium size, 50c.
Small size ..... .25

COCOA (Ground)

	200-lb. Bbls.	50-lb. Drums	5-lb. Cans
No. 1, per lb	$0.34	$0.35	$0.40
No. 2, per lb	.30	.32	.38
No. 3, per lb	.28	.31	.33

COCOA BUTTER AND SUBSTITUTES

See Candy Maker's Department page 21.

COCOANUT (Domestic)

	140-lb. Bbls.	50-lb. Boxes	Less
Thread, long, per lb	$0.31	$0.33	$0.34
Macaroon, fine ground, per lb	.31	.33	.34
Sliced, or Chip (comes in wide strips) per lb	.32	.34	.35

COCOANUT (Ceylon Sugarless)

	120-lb. Cases	Less
Thread, long, per lb	$0.35	$0.36
Shred, short, per lb	.35	.36
Macaroon, fine ground, per lb	.35	.36
Sliced, or Chip (comes in wide strips), per lb	.36	.37

COCOANUT OIL

	50-lb.	25-lb.	10-lb.	5-lb.
Konut, per lb	$0.27	$0.28	$0.30	$0.31

COLOR—CARAMEL (Noggle's Vegetable)

Per gal. (in 5-gal. lots).....$2.50
Per single gal..... 3.00
Per quart ..... .85

Noggle's Vegetable Brown Paste—especially adapted for coloring Ice Cream.
6-lb. Jars, per lb.....$0.45
3-lb. Jars, per lb..... .48
1½-lb. Jars, per lb..... .50

COLORS (Certified Form)

GOOD, STRONG LIQUID COLORS—NOGGLE'S	Pint Bottles	Quart Bottles
Brilliant Blue **Brilliant Green** **Brilliant Orange** **Brilliant Red (Light Red)** **Brilliant Rose (Dark Red)** **Brilliant Yellow (Lemon Shade)** Special Yellow No. 1—Golden Shade Egg Color	85c	$1.75

Any of above liquid colors in gallon lots.$6.50
Special Yellow No. 2, gallon, $4.50; quart, $1.25; pint. ..... .75

KOHNSTAMM'S CERTIFIED FORM PASTE COLORS	6-oz. Bottles	1-lb. Bottles
Brilliant Blue Paste **Brilliant Brown Paste** **Brilliant Crimson Paste*** **Brilliant Green Paste** **Brilliant Orange Paste** Brilliant Red Paste, Light **Brilliant Violet Paste** **Brilliant Yellow Paste**	$1.25	$2.50

Brilliant Pink Paste, 1-lb. bottle, $2.75;
6-oz. bottle 1.50
Brilliant Rose, Liquid, dark red, 1-lb. bot., $3.50; 6-oz. bottle $1.85
***Brilliant Crimson Paste Color gives practically the same color as Cerisole Red.**
6-oz. size 1.50
1-lb. size 2.75

Burnett's Paste Colors—
Blue, Green, Orange, Pink, Dark Red, Scarlet, Yellow.
3-oz. bottle $1.00
6-oz. bottle 1.50
12-oz. bottle 3.00
We are out of the Blue, Pink and Green in 3-oz. sizes.

COLORS LIQUID (Vegetable)

	1-lb. Bottles	½-lb. Bottles
Sap Light Red	$1.00	$0.60
Brilliant Rose	1.00	.60
Brilliant Orange	1.00	.60
Brilliant Green	1.00	.60
Brilliant Yellow	1.00	.60
Brilliant Blue	1.00	.60

Danish Cheese Color.
In 1-gallon bottles only, per gal.....$3.50

CONDENSED MILK

Per case of six 1-gal. cans.....$7.00

CONES

See under Ice Cream Cones, Page 18.

CORN STARCH

Market on all corn products changing daily; do not expect these prices to hold good from one day to the next. They are subject to daily changes.

	140-lb. Bag	50-lb. Bag	Less
Per 100 lbs.....	$5.75	$0.06¾	$0.07
Per case of 40 1-lb. pkgs.....	3.00		

CREAM OF MAIZE

Market on all corn products changing daily; do not expect these prices to hold good from one day to the next. They are subject to daily changes.

In 100-lb. bags, per bag.....$5.33
Less quantity, per lb..... 5.60

CREAM TARTAR

	6-lb. Cans	Less
U. S. P. Pure, per lb.....	$0.84	$0.85
Compounds, per lb.....	.55	.58

CREAM TARTAR SUBSTITUTE

	10-lb. Cans	6-lb. Cans	Less
Aero Cream	$0.28	$0.29	$0.30
Monarch Cream, in 5-lb. cans, per lb.....			.35

CRYSTALIZED FRUITS AND FLOWERS

See Candy Maker's Department, Page 22.

CURRANTS (Recleaned)

	350-lb. Bxs.	50-lb. Bxs.	Less
Per lb.	$0.24	$0.25	$0.26

DANISH CHEESE COLOR

In 1-gallon bottles only, per gal.....$3.50

DATES

None in Stock.

DIASTO

	175-lb. bbls.	70-lb. drums	30-lb. box
Per lb.....	$0.19	$0.19½	$0.20

DRAGEES (Silver)

Extra Small, No. 000—About 1-16" dia., per lb., $1.50; per ¼ lb......$0.40
No. 0 about ⅛ in. dia., No. 1 about 3-16 in. dia., No. 2 about ¼ in. dia., No. 3 about 5-16 in. dia., and No. 4 about ⅜ in., dia. Any size, per lb. $1.00; per ¼ lb., $0.30.
Small irregular shape, assorted, or large irregular shape, assorted per lb, $1.00; per ¼ lb. $0.30.

EGG (Powdered Whole Egg)

In 10-lb. cans, per lb.....$1.25
In 5-lb. cans, per lb..... 1.28
Less, per lb..... 1.30
Guaranteed to work in baking wherever whole egg is needed. 1 lb. Whole Egg takes the place of 2¼ doz. shell eggs.

EGG YOLKS (Powdered)

Guaranteed to work in baking wherever fresh Yolks are needed. 1 lb. of Egg Yolk Powder takes the place of 4 doz. shell egg yolks.
Successful formula.—Soak 1 lb. egg yolk powder in 5 lbs. (5 pints) water at least 2 hours. Then add 1 oz. baking soda and let stand 2 hours longer. Keep in cool place.
In 10-lb. cans, per lb.....$1.20
In 5-lb. cans, per lb..... 1.22

EGLIKE (Compound)

Bbls. of 250 lbs., per lb.....$0.95
In 5-lb. cans, per lb..... 1.00
In 1-lb. cans, per lb..... 1.05
One pound Eglike equals 4½ dozen shell eggs.

EGG WHITES

Egg Albumen Crystals, per lb.....$2.50

EGG WHITE SUBSTITUTES

Noggle's Whip Top Powder, for meringues only.

	1-lb. cans	5-lb. cans	10-lb. cans	30-lb. drums
Per lb.....	$1.50	$1.45	$1.42	$1.40

Noggle's Angel Cake Powder (For Angel Food Cake).
In 1-lb. cans.....$1.55
In 5-lb. cans..... 1.50
In 10-lb. cans..... 1.48
In 25-lb. cans..... 1.45

ENAMEL (Cemcoat)

Made expressly for Bakery and Confectionery walls and wood work.
In 1-gal. cans, per gal..... 2.65
In 5-gal. cans, per gal.....$2.50
Kept in white color only.
Cemcoat Sizing—A coat of sizing insures a good, smooth surface for painting and holds the paint to the wood or metal.
In 1-gal. cans, per gal.....$2.65
In 5-gal. cans, per gal..... 2.50

EVAPORATED FRUITS

Apples—Choice evaporated, 50 lb. boxes per lb. .....None in Stock
Less, per lb.....None in Stock
Apricots—Choice evaporated, 50 lb. boxes, per lb. $0.27
25-lb. boxes, per lb..... .28
Less, per lb..... .29
Cherries—Evaporated 150-lb. 50-lb. Less
Imported.....None in Stock
Figs—Layer, 10-lb. boxes, per lb..... .33
Peaches—Evaporated.....None in Stock
Raspberries—Evaporated 210-lb. Bbl. 25-lb. Pail Less
Dried, per lb.....No Stock at Present

EXTRACTS AND FLAVORS (i)

(1) These goods are made to give flavor to oven goods. The excessive heat kills the flavor of some vanilla. Select one of these and let your customers advertise your cookies and cakes.

BAKERS' GRADES.

VANILLA, Vanillin, Coumarin, Compounds.

Price per gal. in	10-gal. bbls.	5-gal. kegs	Single kegs	gal.	Per qt.	Per pt.
Burbox ...	$8.50	$9.00	$9.50	$10.00	$2.60	$1.45
Atlock	6.50	7.00	7.50	8.00	2.10	1.20
Kaffir	5.50	6.00	6.50	7.00	1.85	1.05
Exole	5.00	5.25	5.50	6.00	1.60	.95
Reno	3.50	3.60	3.75	3.85	1.00	.60

Baker's Grade.

LEMON Flavor—Terpeneless Compound.

Price per gal. in	10-gal. bbls.	5-gal. kegs	Single kegs	gal.	Per qt.	Per pt.
Atlock	$8.00	$8.25	$8.50	$9.00	$2.35	$1.25
Kaffir ...	7.75	8.00	8.25	8.50	2.25	1.20
Exole	6.50	6.65	6.75	7.00	1.85	1.05
Reno (imitation)..	3.50	3.60	3.75	3.85	1.00	.60

ICE CREAM AND FOUNTAIN GRADES.

VANILLA, Pure Bean absolutely.

Price per gal. in	10-gal. bbls.	5-gal. kegs	Single kegs	gal.	Per qt.	Per pt.
Superb ..	$12.00	$12.25	$12.50	$13.00	$3.25	$1.80
Challenge.	11.00	11.50	12.00	12.50	3.15	1.75
Oprig	....	....	....	9.00	2.35	1.30
Thurrig..	....	....	....	8.00	2.10	1.20

VANILLA, Vanillin and Coumarin Compounds.

Price per gal. in	10-gal. bbls.	5-gal. kegs	Single kegs	gal.	Per qt.	Per pt.
Invincible.	$9.00	$9.50	$9.75	$10.00	$2.75	$1.55
Climax ..	8.00	8.50	8.75	9.00	2.35	1.30
Puritan	7.00	7.50	7.75	8.00	2.10	1.20
Acme	6.00	6.50	6.75	7.00	1.85	1.05

LEMON Flavors—Terpeneless, Pure.

Price per gal. in	10-gal. bbls.	5-gal. kegs	Single kegs	gal.	Per qt.	Per pt.
Superb ..	$12.00	$12.25	$12.50	$13.00	$3.25	$1.80
Invincible.	9.00	9.50	9.75	10.00	2.75	1.55
Burbox ...	8.25	8.50	8.75	9.25	2.40	1.35

LEMON Flavor—Terpeneless Compound.

Price per gal. in	10-gal. bbls.	5-gal. kegs	Single kegs	gal.	Per qt.	Per pt.
Climax ...	$8.25	$7.50	$8.75	$9.00	$2.35	$1.30
Puritan ..	7.25	7.50	7.75	8.00	2.10	1.20

CONFECTIONERS' GRADES (j).

VANILLA, Vanillin and Coumarin Compounds.

Price per gal. in	10-gal. bbls.	5-gal. kegs	Single kegs	gal.	Per qt.	Per pt.
Infernas ..	$8.00	$8.50	$8.75	$9.00	$2.35	$1.30
Zacapa ..	7.00	7.50	7.75	8.00	2.10	1.20
Victa	...	...	...	7.00	1.85	1.05

LEMON Flavor—Terpeneless Compound. (k).

Price per gal in	10-gal. bbls.	5-gal. kegs	Single kegs	Gal.	Per Qt.	Per Pt.
Infernas .	$10.00	$10.50	$10.75	$11.00	$2.85	$1.55
Zacapa ..	8.25	8.50	8.75	9.00	2.35	1.30

EXTRACTS, ASSORTED

Almond, Anise, Caramel, Capsicum, Cassia, Chocolate, Clove, Coffee, Ginger (Jamaica), Honeysuckle, Mace, Nutmeg, Orange, Peppermint, Pistache, Rose, Wintergreen, Spearmint, Hoarhound, Caraway, Cardamon, Wild Cherry, Clover and Sassafras.

	Per gal.	Per qt.	Per pt.
Superb	$12.00	$3.25	$1.80
Invincible	10.00	2.75	1.55

Ether Compound Flavors

Strawberry, Pineapple, Banana, Peach, Cherry Maple, Violet Blackberry, Raspberry, Apricot, Apple and Grape.

	Per gal.	Per qt.	Per pt.
Superb	$12.00	$3.25	$1.80
Invincible	10.00	2.75	1.55

MAPLE IMITATION FLAVOR.

	Per qt.	Per pt.	½ pt.
Perfection Brand	$3.00	$1.70	$1.00

One ounce of Perfection Maple flavors and colors 1 gallon simple syrup, making a fine imitation Maple Syrup.

	Per gal.	quart	Pint	½ pt.	4 oz.
Crescent					
Mapeline	$12.50	$3.50	$1.90	$1.10	$0.60

	Per gal.	Per qt.	Per pt.
Tutti Fruitti (1)	$8.00	$2.25	$1.20

True Fruit Extracts, Concentrated

Strawberry	per pint $1.50
Raspberry	per pint 1.50
Cherry	per pint 1.50

FIGS

Figs, Layer, 10-lb. boxes, per lb. $0.33

FIG PASTE

About 30 lbs. to kit, per kit. $5.25

FLA-KO

For your convenience in flavoring and coloring chocolate icing.

In 5-lb. cans, per lb. $0.30
In 10-lb. cans, per lb. ..... .29

FLOUR

(Flour market very unsettled. These prices subject to instant change.)

	200-lb. sacks.	Less
Whole Potato		
Per lb.	$0.20	$0.22

Oatmeal
Fine ground, per lb. $0.07

Kora
(Wheat flour sub.), per 100-lb. bag $6.75

Potato Flour (White)
200-lb. sacks, per lb. $0.18
Less, per lb. ..... .20

Rye Flour—Dark, Pure 140-lb. bags, None in stock
98-lb. bags $4.35
48-lb. bags 2.35

Tapioca Flour—A good thickener.

	50-lb. Bags	Less
Granulated, per lb.	$0.21	$0.22
Pulverized, per lb.	.23	.24

	100-lb. Bags	Less
Rice Flour, per 100 lbs.	$9.89	$10.35

Whole-Wheat—Purina—Checkerboard Brand.
24-lb. bags, per bag $1.70
48-lb. bags, per bag ..... none in stock
98-lb. sacks, per sack ..... None in stock
Checkerboard wrappers, 14x18, 300 to bundle. Per bundle $1.30

FLY AND INSECT POWDER (Sure Killer)

DOUBLE QUICK.
Small size, $0.25; medium, $0.50; large, $1.00.

NEED MORE
(Kills Roaches, Ants, Flies, Mosquitoes, Chicken Lice, Plant Lice, Rose Slugs, Fleas, Cabbage Worms, Boll Weevil, etc.)
Small Size, 4 oz. net, per can $0.25
Large Size, 1 lb. 4 oz. net, per can 1.00
Dead Shot, in 1-lb. cans, per lb. ..... .50
Shure-Kure Roach Powder, 1-lb. cans, per lb. .50
LACK-A-FLY, 8 oz. $1.75; 16 oz. 3.00
Bellows for Lack-a-Fly, each 1.00

FLY PAPER—Tanglefoot

Per case of 5 cartons (250 double sheets) $4.25
Per carton of 50 double sheets 1.00

FOUNTAIN FRUIT SPECIALTIES

See Pages 13 and 14.

GELATINES (m)

	In 100-lb. cases	Less
Japanese, per lb.	Out of Stock	
Silver Medal, in sheets, per lb.	2.00	2.05

Gold Medal—Out of stock, unable to get any.

	140-lb. bbls.	Less
Shred.		

OUT—unable to get.

	Bbls.	Less
Granulated.		
No. 1, per lb.	$1.10	$1.15
No. 2, per lb.	1.00	1.05

GLUCOSE

	650-lb. bbls.	350-lb. ½-bbls.	130-lb. Kegs	60-lb. Kegs
No. 43, per 100 lbs.	$6.25	$7.35	$7.90	$8.25

GLYCERINE (Pure White)

In 50-lb. cans; per lb., $0.55 ..... less $0.60

GUMS

Arabic (Powdered), per lb. $0.75
Shellac (White), per lb. ..... .65

Ball (for Chewing Gum Machines):
Per box of 100 ..... $0.65
In 5 and 10 box lots, per box ..... .60

HOARHOUND HERB

See Candy Maker's Department page 11.

HONEY (Strained) (Strictly pure)

10-lb. can, per lb. $0.30
60-lb. can, per lb. ..... .26

ICING PASTE FLAVORS (Colored)

Invincible Brand—All flavors: Apple, Apricot, Banana, Blackberry, Bitter Almond, Caramel, Cherry, Coffee, Ginger, Lemon, Maple, Orange, Peach, Pineapple, Pistaschio, Plum, Raspberry, Rose, Strawberry, Tutti Frutti, Vanilla, etc.

	1¼-lb. Jars	2½-lb. Jars	5-lb. Jars
Per lb.	$0.50	$0.47	$0.45

Flako—Flavor and color for chocolate icings.
10-lb. can, per lb. $0.29
5-lb. can, per lb. ..... .30

Kremoline (banana, cherry, lemon, maple and pistashie flavors only). 2-lb. Jars $0.50 5-lb. Jars $0.45

ICE CREAM POWDER (Noggle's)

1-lb. cans $0.45
5-lb. cans, per lb. ..... .40
10-lb. cans, per lb. ..... .39
25-lb. drums, per lb. ..... .38
50-lb drums, per lb. ..... .37
100-lb. drums, per lb. ..... .36
225-lb. barrels, per lb. ..... .35

ICING PRODUCTS

Pulvo Icing—

250-lb. bbls.	170-lb. drum	100-lb. drum	50-lb. bags	30-lb. bags	Less
$11.00	$11.50	$11.60	$11.70	$11.80	$12.00

ICING AND CAKE FILLERS.

Marshmallow Paste—A little of Noggle's Marshmallow Powder, as priced below, a little sugar, a little beating. Result: A fine marshmallow cake filling. **See full directions under Marshmallow Paste, second column, page 19.** **Also, full directions with each can of powder.**

Marshmallow Powder (Noggle's).
1-lb. can $1.50
5-lb. cans 1.45
10-lb. cans 1.42
24-lb. cans 1.40

MARSHMALLOW PASTE.
Jack Frost (white), per gal. can 1.30

ICE CREAM CONES

PURITY—Unsweetened.

Box of 100	Box of 250	Box of 600	Box of 1200
$0.85	$2.10	$4.00	$7.50

EVER-CRISP—A sweetened cone; "Can't Be Beat."

Box of 100	Box of 250	Box of 1000
$0.95	$2.25	$8.00

KAS-MO (A Cocoa Butter Substitute)

See Candy Makers' Department page 22.

JELLY (r)

Glucose Apple Jelly Compound.

B-B Brand Glucose Jelly, per kit.....$2.75
In 5 kit lots..... 2.80
In 10 kit lots..... 2.85

JELLY (Challenge)

Extra Glucose Sugar Apple Jelly Compound.
In 30-lb. kits, per kit.....$2.50

JELLY (Pure Sugar and Apple)

Apsug Brand, per kit of 30 lbs.....$4.00
Layer Cake Filler or Marmalade (Perfection Brand)
True Fruit—Strawberry, Fig, Plum, Peach, Blackberry, Raspberry, Gooseberry, Pineapple and Apricot, in 30-lb. kits, per kit..$5.25
Fig Paste.
In about 30-lb. kits, per kit..... 5.25

KA-FLAV (A Mace Substitute)

30-lb. pails, per lb., 42c; 6-lb. cans, 45c; 1-lb cans, 50c.

WHOLE POTATO FLOUR

	100-lb. bags	Less
Per lb.	$0.18	$0.20

KONUT

	50-lb.	25-lb.	10-lb.	5-lb.
Per lb.	$0.27	$0.28	$0.30	$0.31

KORA

Wheat Flour Substitute, per 100-lb. bag....$6.75

LARD—Use Selex

Selex is a much richer and better shortening, and can be used in baking to take the place of lard. Gives better results for less money.
Sold at prevailing market prices. Ask us for quotations.

LAYER CAKE FILLER (Marmalade Perfection Brand)

True Fruit—Strawberry, Fig, Plum, Peach, Blackberry, Raspberry, Gooseberry, Pineapple and Apricot, in 30-lb. kits, per kit.....$5.25
Marshmallow Powder
In 1-lb. cans, per lb.....$1.50
In 5-lb. cans, per lb..... 1.45
In 10-lb. cans, per lb..... 1.42
In 30-lb. cans, per lb..... 1.40
Try this powder. It makes the finest kind of layer-cake filling.

LEMON JUICE (Pure)

Use anywhere you would use fresh lemons.
3 doz. ½ points to case, per case.....$8.50
1 doz. ½ pints..... 3.00
½ pint bottle, each..... .30

LICORICE ROOT (7 inch)

See Candy Maker's Department page 22.

MAIZE (cream of)

Market on all corn products going up daily; do not expect these prices to hold good from one day to the next. They are subject to daily changes.
In 100-lb. bags, per bag.....$5.33
Less quantity, per lb..... 5.60

MALT (O. P. Liquid)

In ½ barrels (about 250 lbs.), per lb.....$0.13½
In 56-lb. cans, per lb..... .14½

MALT (Dry) (s)

	175-lb. bbls.	70-lb. drums	30-lb. box
Diasto, (s). Per lb.	$0.19	$0.19½	$0.20

(s) If you want nice golden brown bread, moist and fresh, try this Diasto. This is similar to liquid malt in results. Saves 25 per cent of your sugar. Saves 25 per cent of your lard. Saves 10 per cent of your yeast.

MARSHMALLOW PASTE

Jack Frost (white), per gal. can.....$1.80
Fine for icings and cake fillings.

MARSHMALLOW PASTE—(Noggle's)

How to make Marshmallow Cake Filling from Noggle's Quick Action Marshmallow Powder when quick results are wanted. Requires from 2 to 5 minutes to whip up: Dissolve 2½ ounces of Noggle's Quick Action Marshmallow Powder in 1 pint warm soft water. Whip up stiff. Fold in little at a time, 2 pounds sugar (half granulated and half powdered is best) and ¼ ounce cream of tartar. Flavor to suit with Noggle's Invincible Extract. This batch will cover about 450 square inches ¾ inch thick. While this product is ready to use as soon as made, it will keep several days if kept from the air.

Many fine recipes and full directions included with each can of powder. See prices below:

MARSHMALLOW POWDER (Noggle's)

For Icings and Layer Cake Filling—
1-lb. cans.....$1.50
5-lb. cans..... 1.45
10-lb. cans..... 1.42
30-lb. cans..... 1.40

MAZETTA (For Cream Work)

See Candy Maker's Department, page 22.

MILK (Condensed)

Per case of six 1-gal. cans.....$7.00

MILK (Powders)

(u) Real milk without the moisture. It has been difficult to make milk users appreciate that there really is such a thing—no imitation. But gradually all are learning that it does not sour. They don't have to wait for the milkman. Results just as good as with fresh milk.

MILK POWDER (M. & S.)

In barrels, per lb.....$0.29
In 50-lb. drums, per lb..... .33
In 10-lb. cans, per lb..... .36

MILK POWDER (Buttermilk)

In 200-lb. barrels, per lb.....$0.19
In 100-lb. drums, per lb..... .20

MINCEMEAT (Moist)

	450-lb. bbls.	250-lb. ½-bbls	150-lb. kegs	46-lb. kits	29-lb. kits
Invincible—Too warm to ship.					

MINCEMEAT (Condensed)

Challenge, 5-lb. bricks.....$0.19
In cases of six 5-lb. bricks..... .18
In five case lots..... .16½
M. & S., in 5-lb. bricks..... .20
In case lots of six 5-lb. bricks..... .19
In five case lots..... .17½

MOISTO (The Cold Water Icing)

Makes icing that will keep fresh and moist for days. Ask for free sample.
In 5-lb. cans, per lb.....$0.35
In 10-lb. cans, per lb..... .32

MOLASSES (New Orleans) (v)

Sunlight, Extra Light	50-gal. bbls.	half bbls.	10-gal. kegs.	5-gal. kegs.
per gal.	$0.69	$0.76	$0.83	$0.85
Extra Choice. (Light). per gal.	.65	.72	.80	.84
Invincible (Medium), per gal.	.54	.60	.65	.70
Onola (Dark), per gal.	.48	.52	.63	.65
Berkley (Dark), per gal.	.44	.50	.58	.62
Berkley, in 15-gal kegs, per gal.				.54

MUSTARD

In gallon jugs, per gal.....$0.85

NOUGAT CREAM

See Candy Maker's Department page 22.

NUCOA BUTTER

See Candy Maker's Department page 22.

All Prices Subject to Change Without Notice.

NUTS (Shelled)

	Price per lb Cases	Less
Almonds—Selects (28-lb. cases)	$0.63	$0.65
Almonds—Valencias (28-lb. cases)	.50	.52
Almonds—Jordans (28-lb. cases)	.58	.60
Black Walnuts (28-lb. cases)		Out of
Brazils—Pieces (28-lb. cases)		Out of
Cachew (28 cases)		Out of
Filberts (50-lb. bags)	.48	.50
Pecan (Halves) 28-lb. cases	1.28	1.30
Pecan (Pieces) 28-lb. cases	1.23	1.25
English Walnuts (½s) 55-lb. c	.92	.95
English Walnuts (pcs) 55-lb. c	.90	.93
Pignolias (28-lb. cases)	.48	.50
Pistachios (28-lb. cases)		none

	5-bag lots	125-lb. bags.	less
Peanuts, No. 1 Spanish	$0.15	$0.15½	$0.16½

OATMEAL (Fine Ground)

Per lb. $0.07

OILS ESSENTIAL

Almond, per lb.	$14.00
Anise, per lb.	3.00
Cassia, per lb.	3.00
Clove, per lb.	2.00
Lemon (H. P. Imported), per lb.	3.00
Lemon (Imitation Oil of), per gal.	5.00
Lemon (Imitation Oil of), per qt.	1.50
Lemon Oil Emulsion, per gal.	6.00
Lemon Oil Emulsion, per qt.	1.75
Lime, per lb.	5.00
Mace, per lb.	1.90
Nutmeg, per lb.	1.80
Orange (Sweet), per lb.	5.50
Orange Oil Emulsion, per gal.	6.00
Orange Oil Emulsion, per qt.	1.75
Peppermint, per lb.	10.50
Spearmint, per lb.	6.00
Sassafras	2.00
Wintergreen (Oil of Betula), per lb.	4.25

OIL (Cottonseed). Write for prices.

OIL (Slab)

See Candy Maker's Department, Page 23.

OVEN CEMENT (For Flues, etc.)

In 10-lb. cans, per can $1.50

PAINT (Cemcoat Enamel)

Made expressly for Bakery and Confectionery walls and wood work.

In 5-gal. cans, per gal. $2.50
In 1-gal. cans, per gal. 2.65

Kept in white color only.

Cemcoat sizing—A coat of sizing insures a good, smooth surface for painting and holds the paint to the wood or metal.

In 1-gal. cans, per gal. $2.65
In 5-gal cans, per gal. 2.50

PARAFFINE

Per lb. $0.20

PARAFFINE SUBSTITUTE

	100-lb. cases	10-lb. cake
Parasub, per lb.	$0.30	$0.32

PEANUT BUTTER

	10-lb. cans	25-lb. cans	50-lb. cans
Price, per lb.	$0.27	$0.25	$0.23

PEELS

	25-lb. boxes	10-lb. boxes	Less
Lemon	$0.30	$0.31	$0.32
Orange	.30	.31	.32
Citron.			
No. 2, per lb.	.35	.37	.38
No. 1, per lb.	.36	.38	.40
Fancy, per lb.	...	.40	.41

PIE FILLING POWDERS

	30-lb. Pails	14-lb. Pails	Less
Lemon, per lb.	$0.18	$0.19	$0.20
Orange, per lb.	.18	.19	.20
Chocloate, per lb.	.18	.19	.20
Cream, per lb.	.18	.19	.20
Strawberry Cream, per lb.	.18	.19	.20
Pineapple Cream, per lb.	.18	.19	.20
Cherry Cream, per lb.	.18	.19	.20
Custard, per lb.	.28	.30	.32

(w) Water, only, added to these pie filling powders; then slightly cooked. Directions with each package. Samples free.

PIE FRUITS (Solid Pack Cans)

	Case Lots
Apples—	
New York—No. 10, case of 12 cans	$6.60
5 case lots.	6.50
Arkansas—No. 10, per doz.	5.35
5-doz. lots, per doz.	5.25
Apricots—No. 10, 12 to case.	
5 case lots	8.50
1 case lots	8.60
Blackberry—12 cans to the case	Out of
Cherries—Fancy No. 10, case of 12	Out of
Gooseberries—No. 10, 12 to case	8.60
Logan Berries—Out of stock.	
Peaches (pld.)—No. 10 Cal., 12 to c.	9.60
5 case lots	9.50
Pineapples—Grated, per doz.	11.00
Pumpkin—No. 10s, per doz.	4.00
Pumpkin—No. 3, per case 2 doz.	3.50
Rhubarb—No. 10, 12 to case, per case	Out of

PIE FRUITS (Evaporated)

Apples—Choice evaporated.
50-lb. boxes, per lb. 13c; less . . . . . **None**

Apricots—Choice evaporated.
50-lb. boxes, per lb. $0.27
25-lb. boxes, per lb. 28
Less, per lb. 29

Cherries—Evaporated.

	150-lb.	50-lb.	Less
Imported.			Out of stock

Peaches—Evaporated, 25-lb. boxes, per lb. . None

	210-lb. bbl.	25-lb. pail	Less
Raspberries.			
Choice Evap., per lb.—No stock at present.			

PIE PLATES (Paprus)

	5 in.	6 in.	7 in.	8 in.	9 in.
500 in bundle					
Per 1,000	$1.95	$2.10	$2.45	$2.70	$3.00

10c per 1,000, less in 10,000 lots.

PIE TOP POWDER

For tops of soft pies and merangues.

	1-lb. can	5-lb. can	10-lb. can	30-lb. drum
Per lb.	$1.50	$1.45	$1.42	$1.40

PINK BEANS (For Chili)

Per lb. $0.13
In bags, per lb. 12

POTATO FLOUR

	200-lb. sacks	Less
White, per lb.	$0.16	$0.18
Whole, per lb.	.18	.20

POP CORN

Snow Pop, per lb. $0.12½ $0.14

RAISINS (xx)

	50-lb. cases per. lb.	Less per lb.
Bleached.	None in stock	
Seedless Sultanas (small, grow without seeds)	$0.17	$0.18
5-case lots, 250 lbs., per lb.	.16½	....
Seeded Raisins (large raisins with seeds removed) in 25-lb. boxes, per lb.	.14	.16
In 10-case lots, per lb.	.13½	....
Seeded Raisins (large raisins with seeds removed) in 11-oz. pkgs., 45 pkgs. to case, per case		4.15

RASPBERRIES

	210-lb. bbls.	25-lb. pails	Less
Evaporated, per lb.	No stock at present.		

RAT-SWAT

It embalms and dries them up.

Small size	$0.25
Medium size	.50
Mammoth size	3.00

RICE FLOUR

	100-lb. Bags	Less
Rice Flour, per 100 lbs.	$9.89	$10.85

All Prices Subject to Change Without Notice.

ROACH EXTERMINATORS

Dead Shot, etc. Same as under Cockroach Powder, which see on page 16.

SALT (Liberty Brand)

Single barrels of 280 lbs.	$3.85
5-barrel lots, per barrel	3.75
10-barrel lots, per barrel	3.65
25-barrel lots, per barrel	3.60

Sold in barrels only. Price F. O. B. Kansas City. Ask for special price on car lots (about 150 barrels).

SALT (Rock)

In 10-bag lots, per bag	$1.60
In 200-lb. bags, per bag, each	1.80

SEEDS

	125-lb. bags.	Less
Anise Seed—Out of stock. Unable to get.		
Caraway seed	..	$0.95
Caraway seed, ground	..	.98
Blue Poppy	.75	.78
Coriander seed, ground	.08	.10
Cardamen seed, ground	..	1.75
Black Mustard	.20	.21
Yellow Mustard	.30	.35

SHORTENING—Use Selex

Selex is a high quality vegetable shortening of uniform grade, and can be used in baking wherever mix calls for butter, lard or any compound. Gives the same results at less cost.

Sold at prevailing market prices. Ask us for quotations.

SOAP CHIPS (see page 16)

SODA (Bi-Carbonate)

	400-lb. bbls.	112-lb. kegs	Less
Per lb.	$0.05½	$0.06	$0.07

SPICES (Ground) (y)

	bbls.	drums	10-lb. cans	6-lb. cans	Less
Cinnamon					
Invincible brand, pure	$0.35	$0.36	$0.37	$0.38	$0.40
Challenge brand, pure	.31	.32	.33	.34	.36
Ginger					
Invincible brand, pure	.35	.36	.37	.38	.40
Ka-Flav—A Mace substitute. 10-lb. pails, per lb., 42c; 6-lb. cans, 45c; 1-lb. cans, 50c.					
Mace					
Invincible brand, pure	.80	.82	.85	.90	.92
Nutmeg					
Invincible brand, pure	.55	.60	.65	.66	.68
Allspice					
Invincible Brand, pure	.19	.20	.21	.23	.24
Cloves					
Invincible brand, pure	.45	46	.47	.48	.50
Pepper					
Invincible brand,					
Black, pure	.46	.47	.48	.49	.50
White, pure	.49	.50	.51	.52	.54
Cayenne	.45	.46	.47	.48	.50
Mustard, pure	.32	.33	.34	.36	.38
Sage, Rubbed, pure	.26	.27	.28	.30	.32
Coriander, pure	.15	.16	.17	.18	.20

SUGAR (BREAD)—Cerelose

Price, per 100-lb. bag $7.86

SWEEPING COMPOUND (B.-D. Brand)

Lays dust in sweeping. One handful goes as far as two of most others.

In 250-lb drums $5.65

TAPIOCA FLOUR

	50-lb. drums	Less
Pulverized, per lb	$0.23	$0.24
Granulated, per lb	.21	.22

VANILLA (see Extracts)

WAFER (or Rice Paper)

100 sheets (about 2-lbs. to package per package ..... none in stock

WHIP TOP POWDER

For tops of soft pies and merangues.

	1-lb. can	5-lb. can	10-lb. can	30-lb. drum
Per lb.	$1.50	$1.45	$1.42	$1.40

WYANDOTTE SANITARY CLEANER AND CLEANSER

	280-lb. bbls.	80-lb. drums	25-lb. cans
Wyandotte, per 100 lbs.	$4.65	$5.70	$6.70
5-bbl. lots (one delivery) per 100 lbs.			$4.52½
10-bbl. lots (one delivery) per 100 lbs.			4.40
Bbls. of 50 5-lb. bags, per bbl.			$14.20

Wyandotte Building	250-lb. bbls.	75-lb. kegs.
Detergent, per 100 lbs.	$6.80	$7.85
5-bbl. lots, per 100 lbs.	....	$6.67½
10-bbl. lots, per 100 lbs.	....	6.55
Bbls. of 50 5-lb. bags, per bbl.	....	20.15

Candy Makers' Department

ACIDS

See Baker's Department page 15.

ALBUMEN CRYSTALS

	100 lb. cases	Less
Russian, per lb	$2.40	$2.50

ANGELIQUE

See Baker's Department page 15.

BALL CHEWING GUM

For use in Gum Machines.

Per box of 100	$0.65
In 5 and 10 box lots, per box	.60

CARAMEL CREAM (Laurel)

About 50-lb. kegs, per lb $0.25

CHILI BEANS (Pink)

See Baker's Department page 16.

CHOCOLATE (Bitter, Sweet and Milk)

See Baker's Department page 16.

COCOA BUTTER

Per lb. $0.50

COCOA BUTTER SUBSTITUTE

	56-lb. Cases	Less
Kasmo, per lb	$0.31	$0.33
	100-lb. Cases	Less
High-Melt (melts at 140 deg.	.45	.47
In-Re-Co., per lb	.32	.34
Kokoreka, per lb	.32	.34
	50-lb. Cases	Less
Nucoa Butter, per lb	.32	.34

COCOANUT OIL

	50-lb.	25-lb.	10-lb.	5-lb.
Konut, per lb	$0.27	$0.28	$0.30	$0.31

COCOANUT (Domestic)

	140-lb. Bbls.	50-lb. Drums	Less
Thread, long, per lb	$0.31	$0.33	$0.34
Macaroon, fine ground, per lb.	.31	.33	.34
Sliced, or Chip (comes in wide strips), per lb	.32	.34	.35

COCOANUT (Ceylon Sugarless)

	120-lb. Cases	Less
Thread, long, per lb	$0.35	$0.36
Shred, short, per lb	.35	.36
Macaroon, fine ground, per lb.	.35	.36
Sliced, or Chip (comes in wide strips), per lb	.36	.37

COLORS (Liquid and Paste)

See Baker's Department page 16.

CONDENSED MILK

See Pages 17 and 22.

CONES—ICE CREAM

PURITY—Unsweetened.

Box of 100	Box of 250	Box of 600	Box of 1200
$0.85	$2.10	$4.00	$7.50

EVER-CRISP—A Sweetened Cone; "Can't Be Beat."

Box of 100	Box 250	Box of 1000
$0.95	$2.25	$8.00

CREAM TARTAR

	6-lb. Cans	Less
U. S. P. Pure, per lb	$0.84	$0.85

CRYSTALLIZED FRUITS

Cherries (pieces) in 30-lb. pails, per lb.	$0.50
Less, per lb.	.55
Imported (whole) 8¼ lb. boxes, per lb.	.75
In 5-lb. boxes, per lb.	.77
Pineapple Cores, in 25-lb. boxes, per lb.	.50
Less, per lb.	.55
Pineapple Slices, in 5-lb. boxes only. per lb.	.70
Pineapple Fingers, in 5-lb. boxes only. Per lb.	.65
Assorted Fruit, in 5-lb. boxes. Per lb.	.75
In 1-lb. fancy boxes, per lb.	1.00
Ginger, 1-lb. cans, per can	.75
In 5-lb. lots, per lb.	.73

CRYSTALLIZED FLOWERS

Mint Leaves, per lb.	$1.50
Rosebuds, white, per lb.	1.30
Rosebuds, pink, per lb.	1.30
Rose Leaves, pink, per lb.	1.30
Rose Leaves, white, per lb.	1.30
Violets, per lb.	1.65

DATES

None in Stock.

EXTRACTS AND FLAVORS

The candy kettle will not burn out the flavor. Select one of these and let your customers advertise your candies.

CONFECTIONERS' GRADES (J).

VANILLA, Vanillin and Coumarin Compounds.

Price per gal.	in 10-gal bbls.	5-gal. kegs	Single kegs	gal.	Per qt.	Per pt.
Infernas	$8.00	$8.50	$8.75	$9.00	$2.35	$1.30
Zacapa	7.00	7.50	7.75	8.00	2.10	1.20
Victa	....	...	...	7.00	1.85	1.05

Lemon Flavor—Terpeneless Compound (k).

Price per gal.	in 10-gal bbls.	5-gal. kegs	Single kegs	gal.	Per qt.	Per pt.
Infernas	$10.00	$10.50	$10.75	$11.00	$2.85	$1.55
Zacapa	8.25	8.50	8.75	9.00	2.35	1.30

EXTRACTS, ASSORTED

Almond, Anise, Caramel, Capsicum, Cassia, Chocolate, Clove, Coffee, Ginger (Jamaica), Honeysuckle, Mace, Nutmeg, Orange, Peppermint, Pistache, Rose, Wintergreen, Spearmint, Hoarhound, Caraway, Cardamon, Wild Cherry, Clover and Sassafras.

	Per gal.	Per qt.	Per pt.
Superb	$12.00	$3.25	$1.70
Invincible	10.00	2.75	1.55

Ether Compound Flavors

Strawberry, Pineapple, Banana, Peach, Cherry, Maple, Violet, Blackberry, Raspberry, Apricot, Apple and Grape.

	Per gal.	Per qt.	Per pt.
Superb	$12.00	$3.25	$1.80
Invincible	10.00	2.75	1.55
Tutti Fruitti	7.00	2.00	1.15

True Fruit Extracts, Concentrated

Strawberry	per pint $1.50
Raspberry	per pint 1.50
Cherry	per pint 1.50

FIGS

Figs, Cooking, 50-lb boxes, per lb.	None
Layer Figs, 10-lb. boxes, per lb.	$0.33

FLY PAPER—Tanglefoot

Per case of 5 cartons (250 double sheets)	$4.25
Per carton of 50 double sheets	1.00

FOUNTAIN FRUIT SPECIALTIES

See Pages 23 and 24.

GELATINES (m)

	In 100-lb. cases	Less
Japanese, per lb.	None in stock	
Silver Medal, in sheets, per lb.	$2.00	$2.05
Gold Medal—Out of stock, unable to get any.		
Shred. OUT—Unable to get.		
Granulated.	Bbls.	Less
No. 1, per lb.	$1.10	$1.15
No. 2, per lb.	1.00	1.05

GLUCOSE

	650 lb. bbls.	350 lb. ½-bbls.	120 lb. Kegs	60 lb. Kegs
No. 43, per 100 lbs.	$6.25	$7.35	$7.90	$8.25

GLYCERINE (Pure White)

In 50-lb. cans, per lb., $0.55 ..... less $0.60

GUMS

Arabic (Powdered), per lb.	$0.75
Shellac (White), per lb.	.65
Tragacanth (Turkish), per lb.	1.50
Ball for chewing gum machine, per box of 100	.65
In 5 and 10 box lots, per box	.60

HIGH-MELT (Melts at 140 deg. F.)

A cocoa butter substitute, for use in candy making—everything except chocolates. Use 1 oz. to 5-lb. batch. Extra fine for chewing candies.

56-lb. case, per lb.	$0.45
Less, per lb.	.47

HOARHOUND HERB

Per lb. $0.55

ICE CREAM CONES

See under Cones.

KAS-MO (A Cocoa Butter Substitute)

Get next to Kas-Mo—the best substitute for Cocoa Butter on the market.

	100-lb. Cases	Less
Per lb.	$0.31	$0.33

KOKOREKA

	100-lb. Cases	Less
Per lb.	$0.32	$0.34

KONUT

	50-lb.	25-lb.	10-lb.	5-lb.
Per lb.	$0.27	$0.28	$0.30	$0.31

LICORICE ROOT (7 inch)

Per lb. $0.60

MAZETTA CREAM (for Cream Work)

	420-lb. Bbls.	200-lb. ½-Bbls.	100-lb. Kegs	50-lb. Kits
Per lb.	$0.12¼	$0.12¾	$0.15	$0.16

*We do not carry in stock, Bbls. or ½-Bbls. of Mazetta Cream. Price quoted on these is F. O. B. Chicago.

MILK (Condensed)

Per case of six 1-gal. cans $7.00

NOUGAT CREAM (for Making Nougat)

	200-lb. Bbls.	110-lb. ½-Bbls.	50-lb. Kegs
Per lb.	$0.20	$0.20½	$0.21½

We don't carry barrels in stock. Price quoted is F.O.B. factory.

NUCOA BUTTER

A good Cocoa Butter substitute.

	50-lb. Cases	Less
Per lb.	$0.32	$0.34

NUTS (Shelled)

See under Baker's Department, page 30.

OIL (Essential)

See under Baker's Department, Page 30.

OIL (Cocoanut)

Used for cooking nuts, baking, etc.——a pure cocoanut oil.

	50-lb.	25-lb.	10-lb.	5-lb.
Per lb.	$0.27	$0.28	$0.30	$0.31

OIL (Slab)

Per gal. $3.00

PAINT (Cemcoat Enamel)

Made expressly for Bakery and Confectionery walls and woodwork.

In 1-gal. cans, per gal.	2.65
In 5-gal. cans, per gal.	$2.50

Kept in white color only.

Cemcoat sizing—A coat of sizing insures a good, smooth surface for painting and holds the paint to the wood or metal.

In 1-gal. cans, per gal.	$2.65
In 5-gal. cans, per gal.	2.50

PARAFFINE

Per lb. $0.20

PARAFFINE SUBSTITUTE

	100-lb. Cases	10-lb. Cake
Parasub, per lb.	$0.30	$0.32

POP CORN

	Bags	Less
Snow Pop, per lb	$0.12½	$0.13½

SLAB OIL (for use on Candy Slabs)

Per gallon $3.00

SODA (Bi-Carbonate)

See Baker's Department, page 11.

STARCH

See Corn Starch under Baker's Dept., page 17.

VANILLA

See Extracts.

WAFER (or Rice Paper)

100 sheets (about 2-lbs. to package) per package ..... None in stock.

FOUNTAIN SUPPLIES

ACIDS (Fountain)

	No. 1	No. 2
Phosphate, per gal	$2.00	$1.00
Phosphate, per quart	.55	.30
Fruit, per gal	3.00	2.00
Fruit, per quart	.80	.55

ALLEN'S RED TAME CHERRY

Per gallon	$3.00
In 4 1-gal. jug lots, per gal	2.90
In 10 1-gal. jug lots, per gal	2.80

APPLJU ("Drink an Apple")

Size of Bottle	Weight Per Case	Bottles Per Case	Price Per Case
6 oz.	57 lbs.	4 doz.	$5.97
14½ oz.	55 lbs.	3 doz.	5.70

Federal tax paid by manufacturers.

BEVO—The New Drink

2 dozen to the case, per case $2.65
90c allowance for full case of empties returned, freight prepaid to Kansas City.
Missouri state tax and government Federal tax paid.

BROMO-SELZER

½-lb. bottles, per bottle $1.10

BUTTER SCOTCH SUNDAE DRESSING

Mallo-Scotch, in ½-gal. cans, per can $1.65

CARBONATED WATER

Case 50 Qts.	Carbonated Water	$6.00
Case 100 Pts.	Carbonated Water	3.50
Case 100 Qts.	Carbonated Water	7.00

Allowance for bottles in their cases, if freight prepaid to K. C.:

Qts., each	$0.02
Pts., each	.01½
Splits, each	.01

CHOCOLATE (Liquid Cocoa)

In ½ gal. jars, 6 to case, per doz $18.00

CHOCOLATE PASTE

	5-lb. jars.	2½-lb. jars.
Per lb.	$0.45	$0.50

CIDER FLAVORS—Imitation

	Per gal.	Per qt.
Orange	$5.00	$1.50
Blackberry	6.00	1.75

COCOANUT—Toasted.

Better than ground nuts for Sundae topping.
In 53-oz. can, per can $1.35

COCA-COLA

	1-gal. jugs.	5-gal. kegs.	10-gal. kegs.	40-gal. bbls.
Per gal.	$2.00	$1.85	$1.75	$1.50

COCOA-MIL-KOKE—For Hot Chocolate

In 5-lb. cans, per lb $0.40
In 10-lb. cans, per lb ..... .38
Ready to use; add hot water, top with marshmallow, and serve.

FOAM PREPARATION (Soda Foam)

	Per gal.	Per qt.
No. 1	$3.00	$0.80
No. 2	1.50	.40

FRUITS (Crushed and Whole)

(For Fountain Use) In ½ gal. jars. 6 to the case.	C. F. J. Co.'s Per doz.	Frutana Naboth or S. W. N. Per doz.
Butterscotch Sundae	$22.00	$21.00
Caramel Nut	31.00	$30.00
Cherries, crushed	34.00	28.00
" W. & B.	None	28.00
" W. & B. gal. crocks	None	50.00
" W. & B. gal. crocks	None	4.50
" ruby, shredded	35.00	30.00
" whole, select ruby	36.00	32.00
" whole, white	37.00	37.00
" green Creme de Menthe	37.00	37.00
Chop Suey	18.00	20.00
Cocoa Syrup, Dark	18.00	18.00
Figs, shredded	24.00	24.00
Peaches, crushed	24.00	20.00
Peaches, sliced	30.00	30.00
Pineapple, crushed	35.00	24.00
" cubes	36.00	None
" ruby crushed	36.00	30.00
Raspberry, black, whole	36.00	30.00
" red, crushed	36.00	30.00
Strawberry	45.00	36.00

FRUIT SYRUPS

(Concentrated, 1 gal. jugs only)	C. F. J. Co.'s Per gal.	Frutana Naboth or S. W. N. Per gal.
Banana	$3.00	$2.75
Blackberry	3.00	2.75
Cherry	3.50	3.00
Claret	3.00	2.75
Cocoa	None	2.50
Coffee	3.00	2.75
Cream of Mint	3.00	2.75
Grape	3.00	2.75
Lime Freeze	3.00	2.75
Messina Lemon	3.25	3.00
Mint, Freeze	3.00	2.75
Nectar	3.00	2.75
Orange	3.25	2.75
Peach	3.00	2.75
Pineapple	3.50	2.75
Raspberry	3.50	3.00
Red Raspberry	3.50	3.00
Red Orange	3.25	3.00
Strawberry	3.50	3.50
Vanilla	3.00	2.75

FOUNTAIN SYRUPS (Concentrated)

	Gal. jugs only
Banana, per gal	$2.75
Blackberry, per gal	2.75
Cherry, per gal	3.00
Chocolate, per gal	2.50
Cocoa	2.50
Coffee, per gal	2.75
Faust Gingerale, per gal	2.75
Ginger, per gal	2.75
Grape, per gal	2.75
Lemon, per gal	2.75
Maple, per gal	2.75
Nectar, per gal	2.75
Orange, per gal	2.75
Peach, per gal	2.75
Pineapple, per gal	2.75
Raspberry, per gal	3.00
Sarsaparilla, per gal	2.75
Sherbet, per gal	3.00
Strawberry, per gal	2.75
Vanilla, per gal	2.75

PREPARED Fountain Syrups—Ready to Serve.
Per gal. ... $2.10 ½-gal. ... $1.25 Qt. ... $0.75

GINGERALE SYRUP (Waukesha)

(Concentrated Syrup—make genuine Waukesha Gingerale. Better than bottled goods.)

Used at Fountain with carbonated water, 1 oz. to 8 oz. glass; cheaper than bottle gingerale, and better.

In quart serving bottles, each	$0.75
Per gallon (in four 1-quart bottles)	3.00

All Prices Subject to Change Without Notice.

GINGERALE

	Genuine Waukesha	Eads
1 case of 50 24-oz. (quarts)	$ 8.80	$7.70
1 case of 100 12-oz. (pints)	11.00	9.90
1 case of 100 6-oz. (½ pints)	9.90	8.80

Federal tax paid by manufacturers.

GRAPE JUICE

	Welch Per Case
4-oz.—6 doz. to case	$7.70
Pts.—2 doz. to case	7.15
Qts.—1 doz. to case	6.90

Federal tax paid by manufacturers.

HOT SODA GOODS

BOUILLON

Chicken, in pint bottles, per doz.	$ 5.00
Oyster, in pint bottles, per doz.	3.50
Fluid Beef, in pint bottles, per doz.	15.00
Beef and Tomato, quarts, per doz.	9.00
Beef Tea Extract, pints, doz.	12.00
Beef Tea Extract, ½-gallon, gal.	6.75
Beef Tea Extract, gallons, gal.	6.50
Chicken Bouillon, pints, per doz., C. F. J.	6.50
Clam Bouillon, 10 oz. cans, per doz.	4.00
Coffee Extract, pints, doz.	18.00
Ginger, pints, doz.	18.00
"Hot Stuff," quarts, per doz.	9.00

LIME JUICE—Pure

Per doz. so-called quarts (23-oz.)	$10.00
Per each so-called quarts (23-oz.)	1.00

One 23-oz. bottle is equal to 125 limes.

This lime juice is pressed from ripe fruit on the plantation where grown, making it of better flavor and more economic than using limes.

MALLOW—MARSHMALLOW-CREME

1-gallon cans.

Vanilla Flavor, per can	$1.30
Maple and Caramel Flavor, per can	1.30
Jack Frost (white), per gal. can	1.30

MALTED MILK—Milkose

In 10-lb. cans, per lb.	$0.35
In 25-lb. cans, per lb.	.32
In 100-lb. lots—4 25-lb. cans, per lb.	.30

MALTED MILK (Borden's Eagle Brand)

25-lb. cans, per lb.	$0.35
10-lb. cans, per lb.	.33
5-lb. cans, hospital size, per can	**2.90**
Large sizes, 1-lb. net, per can	**1.10**

100-lb. lots (4 25-lb. cans) sent prepaid on drop shipments, except to jobbing points.

MALLO SCOTCH SUNDAE

For Butter Scotch Sundaes.

In ½-gal. cans, per can	$1.65

MIL-KOKE—For Hot Chocolate

In 5-lb. cans, per lb.	$0.40
In 10-lb. cans, per lb.	.38

A milk cocoa—ready to serve. Just add hot water and top with marshmallow.

MILKOSE (A Malted Milk)

In 10-lb. cans, per lb.	$0.35
In 25-lb. cans, per lb.	.32
In 100-lb. lots—4 25-lb. cans, per lb.	.30

MISCELLANEOUS FOUNTAIN SPECIALTIES

Mustard, in gal. jugs, per gal.	$0.85

NUTS (Ground, Assortment)

Per lb.	$0.50

NUTS (Sugar)

Put up in individual sanitary packages, just enough for one serving. Will not become rancid or wormy. 250 pkgs. in box, per box. $3.40

Dunham's Sundae Cocoanut.	
In 53 oz. cans, per can	$1.35

Don't overlook this—it beats regular ground nuts.

NUT PREPARATIONS

	½-gal.
Invincible Caramel Nut, doz.	$30.00
Invincible Chocolate Nut, per doz.	30.00
Invincible Maple Nut, per doz.	30.00
Special Sundae, any flavor	18.00
Mix-Nut Sundae, per doz.	30.00

ORANGEADE (Noggle's)

Gal. jugs only.

Orangeade, Concentrated Syrup, Noggle's	$2.10
6 gal. to case, per gal.	2.00
12 gals. (two cases) per gal.	1.95

1 gallon concentrated syrup makes 8 gallons Orangeade; ready to drink—nothing to add but water.

ORANGE JULEP (Howell's)

A concentrated syrup—gallon jugs only.

Single gallon	$2.10
6 gal. to case, per gal.	2.00

Freight prepaid on orders of 12 gallons or more.

ORANG-TANG PASTE—Noggle's New Drink

Put up in convenient paste form. One pound makes 35 gallons or 560 8 oz. (5c) glasses.

1¼-lb. jars, per jar	$ 4.75
2½-lb. jars, per jar	8.00
5 -lb. jars, per jar	14.00

PEACOCK

An established fountain drink in the East, and a good substitute for some of the scarce "best sellers."

In 1-gal. jugs, per gal.	$2.35
In 1-gal. jugs, 4 to case, per gal.	2.30
In 10-gal. kegs, per gal.	2.25

PHEZ

Concentrated Loganberry Juice.

Size of Bottle	Weight per Case	Bottles per Case	Price per Case
2 oz.	31 lbs.	6 doz.	$8.25
4 oz.	27 lbs.	3 doz.	4.70
8 oz.	44 lbs.	3 doz.	8.95
12 oz.	40 lbs.	2 doz.	8.68
24 oz.	40 lbs.	1 doz.	8.14
64 oz.	70 lbs.	9 doz.	13.29

2½ per cent discount on 5 cases, one delivery.
5 per cent discount on 10 cases, one delivery.
Federal tax paid by manufacturers.

PHOSPHATES

(In gallon jugs only.)

Ruby Claret, per gal.	$3.50
Morella Cherry, per gal.	3.50
Wild Cherry, per gal.	3.50
Mint, per gal.	3.50
Grape, per gal.	3.50
Champagne, per gal.	3.50

ROOT BEER

Hires Fountain Syrup—Genuine.

	Per gal.
1 gal. Hires Syrup	$2.35
5 gal. Hires Syrup	2.25
10 gal. Hires Syrup	2.15
35 and 50 gal. Hires Syrup	2.00

Freight allowed on 35 and 50 gallon orders, all one shipment, but in no case to exceed 10 cents per gallon.

Discounts for Purchases Within the Year 1919.

On 100 or more gallons	5c per gal.
On 200 or more gallons	6c per gal.
On 300 or more gallons	7c per gal.
On 400 or more gallons	8c per gal.
On 500 or more gallons	10c per gal.

Payable after December 31, 1919, provided all bills have been paid within 30 days.

SODA STRAWS (Seamless)

Per single 1,000	$0.75
In 5,000 lots, per 1,000	.70
In 10,000 lots, per 1,000	.65
In 25,000 lots, per 1,000	.60
Case of 50,000, each	29.00

SYRUP—SIMPLE (Sugar)

None in Stock.

TOMATO NECTAR—The Best Hot Drink

Packed only in quart bottles, 12 to case, per case	$9.00
Single quarts	.85

See Page 26 for Classified Want Ads.

Keep your on this page FOR BIG BARGAINS

BAG HOLDERS.

No. 1 Wire Bag Holders, holds 4 size bags, each. $0.50

No. 2 Wire Bag Holders, holds 6 size bags, each. 1.00

STEEL WAGON BOXES.

Wood slats and frame made almost like a trunk. While they last.

1-bu. size, 20x10x12 in. deep, each..... $1.50
1½-bu. size, 20x16x8 in. deep, each..... 2.00
2-bu. size, 20x16x11 in. deep, each..... 2.25

ICE CREAM DISHERS.

33	5 to qt. No. 184 Tin Wood Handle I. C. dishers, each.....	.35	.15
21	10 to qt. No. 184 Tin Wood Handle I. C. dishers, each.....	.35	.15
18	13 to qt. No. 184 Tin Wood Handle I. C. dishers, each.....	.35	.15
21	16 to qt. No. 184 Tin Wood Handle I. C. dishers, each.....	.35	.15
25	20 to qt. No. 184 Tin Wood Handle I. C. dishers, each.....	.35	.15
6	14-to-qt. Cone-Shaped Bowl Ice Cream Dishers, aluminum.....	1.75	1.35
1	14-to-qt. Round-Shaped Bowl Ice Cream Dishers, aluminum.....	1.75	1.35
17	5 to qt. Cone Shape, All Metal Ice Cream Dishers (New).....	1.50	1.25

Ask for prices and designs in Imported Candy Boxes, they come in trunks, pianos, autos, market basket, etc. designs, very tasty.

ICE CREAM MAKERS' GOODS.

1	Only, 25-qt. 2nd hand Freezer Can for White Mtn. Freezer.....	5.00	2.50
4	Only, 20-qt. size, Galv Brick Tanks, 8½x8½x22. 2nd hand, each.	2.80	1.50
3	Only, 11¼x12¾x22½ High Galv. Rack for Brick Tank. 2nd hand..	5.00	2.00
2	Only, 10x14x19 High Galv. Brick Tanks, 2nd hand, each.....	3.00	1.25
1	Only, 10½x10½x19 in. high, Galvanized Brick Tank, second-hand.		1.50
2	Only, 7¼x8¼x11½ High Galv. Brick Tanks, 2nd hand, each.....	2.00	.75
3	Only, Round Malleable Iron, Tinned Wood Handle I. C. spoons, 11 in. long, 2nd hand, each.....	1.00	.40
1	Only, Square End Wood Handle I. C. spoons, 12 in. long, 2nd hand, each.	1.00	.40
1	Only, 4 Teeth, 20 in. long Ice Chisel, 2nd hand, each.....	1.40	.60

ICE CREAM TOOLS.

		Original Price Doz.	Sale Price Doz.
10	3-pint Heavy Tin Double Lid I. C. Brick Moulds, wired at center....	$0.40	$0.20
5	4-pint Heavy Tin Double Lid I. C. Moulds, wired at center (smoked slightly on outside).....	.50	.25
6	Milk or Cream Strainers, 10½x6x 3¾ (smoked slightly).....	...	.25
2	Milk or Cream Strainers, 13½x5½x		
1	Milk or Cream Strainer, 13½x5½x		
2	Milk or Cream Strainers, 11¼x5½x6 in. (smoked slightly), for use with cloth only	...	.15

BREAD PANS.

48	Only, Square Quaker Pans, sizes ranging from 8x8½ to 8½x8¾x2¾, per dozen		.50
32	Tin Bread Pans, 8¼x8¼x2½, per dozen		1.00
3	Only, 10¼x6½x2¾ New Tin Bread Pans, strapped in threes.....	2.60	1.60
56	Only, 22½x10¼x1 New Russia Iron Counter Pans	5.00	2.50
92	Only, 11½x8¾x2 Iron Bread Pans, strapped in 2s, second-hand.....	2.25	1.00
56	Pans, No. 14, 11¼x7¼x2¾ inches, Russia Iron Bread Pans.....	3.00	1.75
25	Pans, 11½x7½x2 Tin B. Pans with handle (smoked slightly).....	1.35	.80
100	Pans, 11½x8½x2 Light Weight Tin Bread Pans with handles.....	1.10	.60
42	Pans, 16½x5¼x4 Slight Slant Pullman Pans without lids.....	6.00	3.75
	Above pans furnished with lids at	...	4.75
8	Pans, 8¾x8¾x2 Light Weight Tin Bread Pans	1.25	.85

PATTY PANS OR MUFFIN PANS.

51	Doz. 2¾x2¾x¾ in. deep Boston Squares, Round Bottom, Jelly or Patty Pans	.15	.10
3	Frames, 12 to Frame 2¾x1½ deep, Special Drop Cake Pans, Second Hand, per dozen.....	5.00	3.50
22	Only, 4-inch Scalloped Round Patty Pans, per doz.	.30	.15

PAPER CUTTERS.

Fastens under counter or shelf
(Piqua-Japanned).

6	Holds 6-in. rolls of paper, each.	$0.50	$0.25
2	Holds 9-in. rolls of paper, each.	.50	.25
8	Holds 12-in. rolls of paper, each.	.75	.35
2	Holds 15-in. rolls of paper, each.	1.00	.50
3	Holds 18-in. rolls of paper, each.	1.00	.50
4	Holds 20-in. rolls of paper, each.	1.00	.50
2	Holds 24-in. rolls of paper, each.	1.00	.50
1	Holds 36-in. rolls of paper, each.	1.10	.55

CAKE AND PIE PANS, ETC.

22	Large Square Cake Pans, 7x7x1, per doz.		1.00
26	5-qt. Turban or Turk Head Cake Moulds, 10½x3¾ inches	2.50	1.25
24	4-qt. Turban or Turk Head Cake Moulds, 10x3½ inches	2.25	1.15
24	3-qt. Turban or Turk Head Cake Moulds, 9¼x3 inches	2.00	1.00
54	2-qt. Turban or Turk Head Cake Moulds, deep, 8x3¼ inches	1.75	.90
148	Pans, 7½x1½ inches deep Mountain Cake Pans	$0.50	$0.30
2	Only, Square Angel Food Pans, 8x8x3, second hand	2.50	1.20
36	Only, 9½ in. diameter, 2 in. deep, Round Sponge Cake Moulds with tubes, per doz.	1.50	.80

CAKE CUTTERS.

10	3¾-inch Round Scallop Cake Cutters, each	.25
2	3-inch Round Scallop Cake Cutters, each	.20
1	3-inch Plain Round Cooky Cutter	.15
1	3¼-inch Plain, Round Cooky Cutter	.05
1	3¼-inch diameter Shamrock Cooky Cutter	.15
1	3½x3½ in. Plain Heart Cooky Cutter	.15
1	2½x3 in. Scalloped Heart Cooky Cutter	.10
1	5½x4¼ in. Rabbit Cooky Cutter	.15

OVENS.

1	120-loaf Perfection Oven tile shelf good as new	$227.00	$175.00
1	Only, No. 217 New Blodgett 4-shelf oven, capacity 64 loaves, tile shelves		200.00

CLASSIFIED ADVERTISEMENTS.

Rate—Three cents per word, each insertion, **when** mail or replies are directed to our care, requiring forwarding postage. Two cents per word, each insertion where direct address is used.

Attention, Bakers! We sell patent brick bake ovens that can be moved. Cash or time terms. Satisfaction guaranteed. Send for catalogue. Middleby-Marshall Oven Co., 600 S. Sixth Street, St. Louis, Mo. tf

For Sale—One of the best small bakeries in Joplin, Mo. Good business, wil lstand the closest investigation; good reason for selling. Union Bakery, 112 Main St., Joplin, Mo.

For Sale—Peerless Moulder, $375.00. The three-in-one machine—scales, rounds and moulds; first-class condition. M. M. Rutledge, Astoria, Ill.

For Sale or Trade—Well equipped bakery, doing excellent business, fine location. Will take car in on deal. Good reasons for selling. Address "Mac," care S. W. Noggle Co., Kansas City, Mo.

Kusa Bakery, for sale, Kusa, Oklahoma. 9-7 tf

Noggle's Ice Cream Powder is a purely vegetable proposition and one that can't be beat. It increases the bulk and causes it to hold up, too. Conforms to all Pure Food laws and is an admirable substitute for gelatine, which some states prohibit.

NEW AND MISCELLANEOUS ITEMS.

Received too late to list in General Catalogue.

Mustard—1-gallon jugs.....$0.85

Worcestershire Style Table Sauce,
12-oz., per dozen..... 1.25
1-gallon jugs..... 1.50

Catsup—In jugs only, each.....Out of

Packing Can Liners—Heavy cardboard, paraffined on both sides, to fit cans shown on page 233 of Tool Catalog.

	Per 1000	Per 100
1 quart	$11.25	$1.50
2 quart	12.60	1.60
4 quart	19.00	2.25
8 quart	26.00	3.00
12 quart	32.00	3.60
20 quart	45.00	5.00

Chair Back Covers—White duck only, with name in red letters.

	Per doz.
With name	$6.45
Without name	6.10

No. 12S Peanut Fryer 12 in. dia., 5½ in. deep with basket, will cook 6 lbs. of shelled peanuts and has hanger to drain grease back in fryer, price complete. $3.50

No. 2. Electric Drink Mixer with detachable mixing arm.....20.00

Extra Agitators, each..... 1.25

Round Crimped Paper Baking Cups, 2¾ in. top dia., 2 in. bottom dia., 1 in. deep. The cup cakes are baked and sold in this paper cup. Packed 1,000 to the box, per 1,000..... 2.00

Pie Markers to mark the top of your 8, 9 and 10 in. pies into 5 equal parts, each. ..... .65

Pie Markers to mark the top of your 8, 9 and 10 in. pies into 6 equal parts, each. ..... .75

Seven Star Cookie Machines, drops plain round, oval and square cookies without any hole in them. Price, with two cutters state kind of cutters wanted, each 6.00

The following cutters can be furnished at extra cost:

No. 233, makes 3½ to 4 in. dia. Round Cookie; each 2.20

No. 501, makes 3½ inch in dia. Oval Cookie; each 2.20

18-in. Depositing Pans used when making doughnuts with the Little Wonder Machine; fits our regular 18-in. Cruller Fryer; price, each..... 2.00

BUTTERMILK COOLER

No. 13 1½-gal. capacity, each.....$20.00

COLORED TWINE.

Red Twine, in balls only, per lb..... 1.00

Fancy Brass Ball Twine Holders—Useful as well as ornamental. Special price, each $1.00

Mr. BAKERYMAN, LOOK AT THIS!

Inexpensive But Efficient

A "Bilt-Rite" Bottle Outfit

You can get in at small expense on the boom that's coming in Fountain Business, and clean up a nice bunch of money.

Among our line of "Bilt-Rite" Fountain outfits are a number of small Syrup Fountains that will answer every purpose until you can afford a larger outfit.

The above illustration shows one style of the outfits we have in stock—Six Syrup Bottles, Two Crushed Fruit Receptacles, Soda Draft and Refrigerator; just the thing for a small place. These outfits are moderately priced, and we have them ready to ship. No delay whatever.

We have the larger, complete outfits, also, which we can supply at short notice.

Get in communication with us at once.

The S. W. Noggle Company

KANSAS CITY **MISSOURI**

IF YOU WANT

Quality

USE

Red Star

COMPRESSED

Yeast

ADDRESS

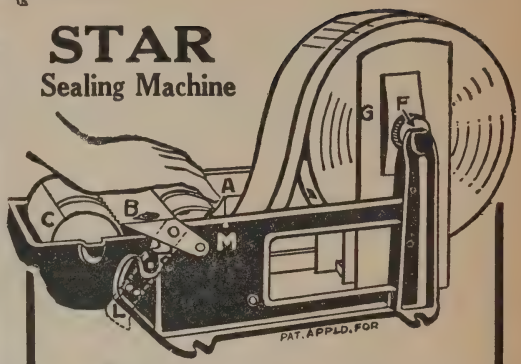
Red Star Compressed Yeast Co.

KANSAS CITY, MO., BRANCH
1414 Wyandotte St.

OKLAHOMA CITY, OKLA., BRANCH
719 No. Hudson St.

DALLAS, TEXAS, BRANCH
502 North Harwood St.

STAR
Sealing Machine



An indispensable device for users of gum tape. Sets on counter—takes up very little space. Has brass sanitary roller that moistens the tape. Holds any size tape up to 3 inches wide.

Price of Machine - -	$5.00
1-2 in. tape roll - - -	.20
3-4 in. tape roll - - -	.35
1 in. tape roll - - -	.45

Brown tape only kept in stock.
Tape 10% less in 10 roll lots.

The S. W. Noggle Company
Kansas City, Mo.

Needle Point Ice Chipper

This is a handy tool for the ice cream worker. A little pushing stroke at proper angle will furnish a tub of ice in two minutes. Does not scatter. Length 9¼ inches; made of tinned iron with steel points. Wood handle.

Price, each 35c

The S. W. Noggle Co.

KANSAS CITY, MO.

'Double Quick" Insect Powder

Kills 'em quick, hence the name. Cockroaches, lice, moth, ants, flies, mosquitoes, gnats, bed bugs and **OVEN LICE.**

1 large Bellows, 23 in. over all..$2.50
Sold only with 5 and 10-lb. pkgs.
Powder, 10-lb. pkg. $12.50
5-lb. pkg..... 6.50
Trial pkg. 1.00

NOGGLE Sells It

The Drink that Satisfies

NOGGLE'S ORANGEADE is a trade builder for your fountain—ready to serve with only water added—a big profit yielder. Start it early in the season, and you'll be well pleased with results. See Bull Dog, page 24, for prices.

YOU NEED THIS-

NOGGLE SELLS IT

Fig. 84002.

New Style Crushed Fruit Bowl. (No. 843.)

Capacity, 2 quarts. Takes up very little space on counter. Only 6½ inches wide by 7 inches high. Nickel-plated hinged cover with support for ladle.

Price, each $2.50

Noggle's

1919 Ice Cream Can and Tub Prices

FLAT BOTTOM ICE CREAM CANS		
1-quart size	Each	$1.20
2-quart size	Each	1.40
3-quart size	Each	1.50
4-quart size	Each	1.80
6-quart size	Each	2.00
8-quart size	Each	2.20
12-quart size	Each	2.70
16-quart size	Each	2.90
20-quart size	Each	3.40
30-quart size	Each	4.00
40-quart size	Each	5.40

HEAVY PACKING TUBS		
1-quart size	Each	$1.10
2-quart size	Each	1.30
3-quart size	Each	1.60
4-quart size	Each	2.15
6-quart size	Each	2.60
8-quart size	Each	3.30
12-quart size	Each	4.00
20-quart size	Each	6.00
40-quart size	Each	9.10

On orders of $50.00 to $100.00—5 per cent discount.
On orders of $100.00 or over—10 per cent discount.

The S. W. Noggle Company

Kansas City, Mo.

Paper Cup-Cake Baking Cups

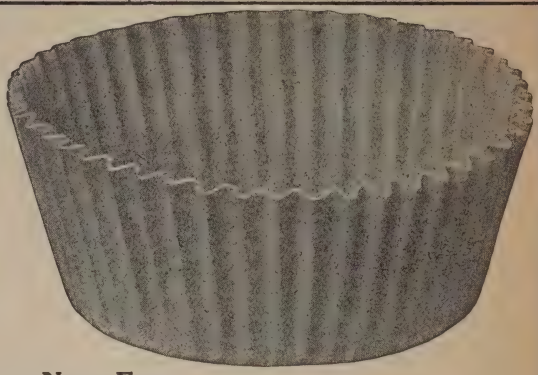
Useful - Sanitary - Economical

Made of Special Heavyweight Wax Paper

The cup-cakes are baked and sold in these paper cups. No pans to grease or clean. A very sanitary and economical cup-cake that your trade will be pleased with. 2¾ inches diameter at the top; 2 inches diameter at bottom; 1 inch deep. Packed 1000 to box.

Price, Per 1000, $2.00

No order taken for less than 1000



Order Now From

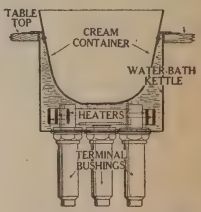
THE S. W. NOGGLE CO., Kansas City, Mo.

The House of Quality and Service

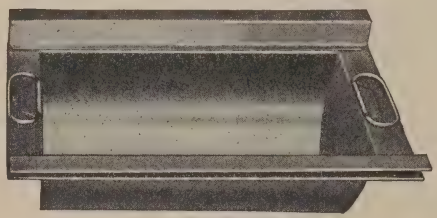
Electric Appliances for Candy Makers

Electricity is Clean—No Waste of Heat —Accurate Control of Temperature

Here are only a few of the advantages of Electricity over gas, or other heating methods: Your product is improved, your quantity is increased, your cost is lowered.



Heater for Bon Bon Cream Kettle.



Electric Chocolate Warming Kettle Pan (above) and Heater.

These warming kettles are made of high grade tin, all seams carefully soldered, making it impossible for chocolate, moisture or dirt to penetrate to the heating apparatus.

The construction is simple, and the outfit can be easily installed on any table. A six-heat regulator insures uniform temperature of batch.

Prices and full information on request.

The S. W. Noggle Company

KANSAS CITY, U. S. A.

FLA-KO

A Chocolate Icing Paste.
Equally good for icing cakes, flavoring creams or filling pies.
Always ready for Use.

This paste comes in soft form, and will prove a great convenience and time-saver, as the color and flavor are in the paste.

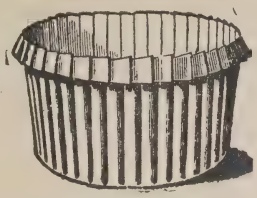
Its price, 30 cents a pound, will readily commend it to bakers.

Put up only in 5 and 10 pounds cans.

Full directions for use with each can.

Give it a trial.

THE S. W. NOGGLE CO.
KANSAS CITY, MO.

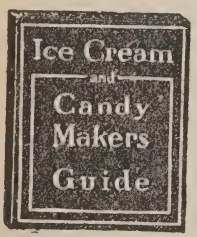


DECORATIONS

Many bakers and confectioners lose a nice profit in not handling fancy paper goods. Cake laces, doilies, crimped cups, bon-bon cases, frills, pie collars, etc., are so inexpensive and so ornamental that a customer's attention needs only be called to their use to make a sale.

Consult our General Catalogue under heading of Fancy Paper Goods for a complete line of these goods. You will find they add to the "looks" of your products and to your profits in handling.

THE S. W. NOGGLE CO.
KANSAS CITY, MO.



A Book You'll Need

The Ice Cream Season is Coming. Next in importance to having a complete assortment of tools and materials for making creams, is a book of recipes that tells you how to make all the most desirable and best selling kinds.

Noggle's Ice Cream Guide will be a help to you. A lot of good candy recipes thrown in for good measure. Price only $1.60 postpaid.

When shipped with other goods, $1.50.

THE S. W. NOGGLE CO.
KANSAS CITY, MO.

BREAD SUGAR

You Use Sugar

Why don't you use

NOGGLE'S CORN SUGAR

in your bread making and save about

2 Cents Per lb.

Recipes furnished for its use if desired. Many bakers use it like granulated; pound for pound in bread mixes.

TRY IT TRY IT

You Should Look After Such Savings

For Sale by

THE S. W. NOGGLE CO.
KANSAS CITY, MO.

"11 COME 11"

If it's LEAVENING you want, you need OUR

Special Baking Powder

Works only when the heat strikes it—will stand in the dough for hours.

Price, 13c per lb. in 5-lb. cans.
In 120-lb. cases, 10c per lb.

OUR STAR BAKING POWDER

Is similar to **Baker's Special**, but made from different materials, and is worth the difference.

In 5-lb. cans .....17c per lb.
In 60-lb. cases .....15½c per lb.

IF IT IS PRICE YOU WANT

ZACAPA BAKING POWDER works similar to the above-mentioned brands.

In 5-lb. cans. . .....11c per lb.
In 60-lb. cases. . .....10c per lb.

Zacapa is the best Baking Powder made for the price.

Z
ACAPA

All our Baking Powders are guaranteed. They have been 20 years on the market amongst practical bakers. You take no chance when dealing with the Noggle House. Money back if not satisfied.

THE S. W. NOGGLE COMPANY

Biggest Bakers' Supply House in the United States.
Publishers of "The Bull Dog"—the Bakers' Trade Journal.

Printed Wax Bread Wrappers

ADDITIONAL SIZES—REVISED PRICES.

SMITH'S

MILK BREAD

The Full-Weight Loaf

ALWAYS FRESH

PHONE 92

DESIGN NO. 92 ANY WORDING DESIRED.

We are prepared to fill your orders for printed, waxed wrappers, promptly. Samples of paper and designs sent on request.

Dry-waxed paper—not self-sealing.

	12x16	13x16	13x17	13x18	14x16	14x18	14x20	15x18	15x20	15x22	16x26
Single Thousand ..	$4.25	$4.40	$4.55	$4.65	$4.50	$4.75	$5.00	$4.90	$5.15	$5.30	$6.25
2,000 to 4,000 ...	3.60	3.75	3.90	4.00	3.85	4.10	4.40	4.30	4.75	4.90	5.85
5,000 to 9,000 ...	3.25	3.45	3.60	3.70	3.55	3.80	4.10	4.00	4.50	4.65	5.60
10,000 to 24,000 ...	3.10	3.30	3.45	3.55	3.40	3.65	4.00	3.90	4.40	4.55	5.50
25,000 to 49,000 ...	3.00	3.20	3.35	3.45	3.30	3.55	3.90	3.80	4.30	4.45	5.40
50,000 and upward.	2.90	3.15	3.30	3.40	3.25	3.50	3.85	3.75	4.25	4.40	5.35

Quantity prices apply to the number ordered in each size, design or color of ink, and not quantities made up of different sizes, designs or colors, and are printed in blue, red or black ink from our stock or type designs. Ask for price on special designs.

When ordering be sure to state: How many wanted. Size wanted. Color ink to use. Design wanted. Exact wording wanted. If ounces are wanted, give number for each size.

The S. W. Noggle Co., Kansas City, Mo.

BIGGEST BAKERS' SUPPLY HOUSE IN THE UNITED STATES

THE BULL DOG

A Better Loaf
A Bigger Profit

Quality, that will please your trade, lessened cost of production that will please you—both of these are assured to purchasers of the

Noggle Perfection Dough Mixer

Made in sizes to suit the needs of any bake shop.
Testimonials from scores of satisfied users sent on request.

The S. W. Noggle Co.

The Quality Supply House of the West. Kansas City, Mo.

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JUL 14 1919

THE BULL DOG

Devoted to the Interests of
BAKERS, CONFECTIONERS, ICE CREAM MAKERS AND SODA WATER DISPENSERS

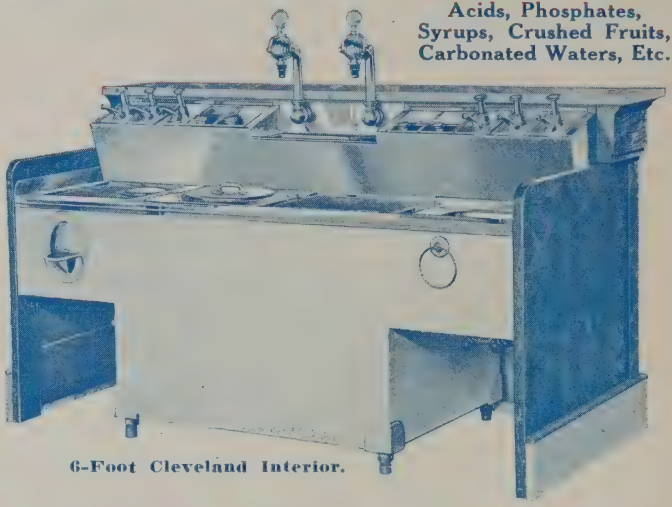
Vol. 9 JULY, 1919 No. 10

Published Monthly by
The S. W. Noggle Wholesale and Manufacturing Co.
SIXTEENTH STREET AND BALTIMORE AVENUE, KANSAS CITY, MO.

If It's Used at the Fountain Noggle Has It

Cabinets
Fruit Bowls
Syrup Bottles
Chocolate Pots
Sundae Glasses
Sherbet Cups
Straw Holders
Menu Holders
Cone Dispensers
Dishers, Scoops
Spoons, Trays
Etc., Etc., Etc.

Acids, Phosphates,
Syrups, Crushed Fruits,
Carbonated Waters, Etc.

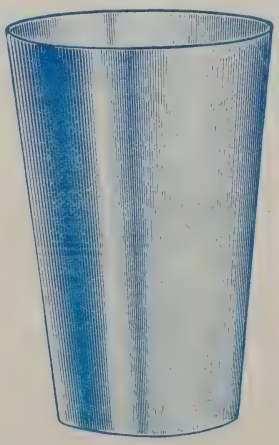


6-Foot Cleveland Interior.

SODA FOUNTAINS

The Celebrated Russ "Bilt-Rite"
and Complete Outfittings

We carry the Largest Stock in the West and can set you going on shortest notice. And remember when you buy it from Noggle, it is First-Class.



Fountain and Ice Cream Trade

will be the greatest ever known in this country, after July 1. Are you equipped for your share of this new business? Your orders, large or small, will have our prompt attention. Keep our Tool Catalogue No. 16 and the latest copy of The Bull Dog constantly before you. We are anxious to help you to the biggest year's Fountain Business you ever had.

The S. W. Noggle Co.
KANSAS CITY, MO.

The Bull Dog

—Trade-Mark, Registered—

Published Monthly By
THE S. W. NOGGLE WHOLESALE & MANUFACTURING COMPANY
Sixteenth St. and Baltimore Ave., Gateway Station, Kansas City, Missouri

Devoted to the Interests of
The Baker, the Confectioner, the Ice Cream Maker and the Soda Fountain Dispenser
Subscription, Free to the Trade; to All Others, 10c a Copy; $1.00 a Year.

Please address all correspondence regarding this publication to
EDITOR, THE BULL DOG,
Care S. W. Noggle Wholesale and Manufacturing Company, Gateway Station, Kansas City, Mo.

Vol. IX JULY 1919 No. 10

FIZ AND BIZ.

You have been told by many life insurance solicitors, and have read in life insurance literature, of the "Different Ages of Man." For instance, they say:

At 20—This is the egotistical age, when the son thinks he knows more than the father.

At 30—The boy is now changing his mind, and concludes he is "not as smart" as he thought he was, and thinks possibly "dad" really does have some judgment.

At 35—Son realizes father has a master mind, and is glad to consult him.

At 40—Ninety-five per cent meet with reverses, lose their all.

At 45—Ninety-seven per cent have given up this world's goods.

At 50—Only one man in 5,000 ever "beats back" in the financial world.

Now, the above is "life insurance dope," and is meant to convey the advisability — the necessity — of insuring young, while the going is good.

And it is **good** advice.

Here is where we should start off with "but"—but we are not going to attach any question to the insurance dope by the use of that litttle three-lettered word that stands in the way so much and so often.

Isn't the "ages of man" worth studying? Can't you take it home? Swallow it? Digest it? And then **spew** it out again and swallow and digest again?

Think it over!

At 20 we set the world afire, in our own mind, no matter what we do. Older heads, in the 20-year brain, are out of date—wazzers—dead ones.

As we grow older and our air bubbles are punctured and our penny purses are "busted," we begin "to see better"—take on a little that maturer years naturally carry for all of us.

Nothing strange about it—it is just natural—and it is difficult to train differently.

Yet we are **just** cautioning you. We would have you "wise beyond your years." Can't you just ease up at 20—go to "dad" a little oftener for something else besides "wherewithal"—talk it over with him, and let him tell you about his 20-age? They are all the same. You are not a dang bit better fit at 20 than Dad was—maybe not so well, and while conditions and times may be slightly different, horse-sense, judgment, real get-there stuff have not changed.

If you can just **conclude** that the man of years is not altogether out of date—old-fashioned—a dead one—you are truly wise beyond your years, and your wisdom will show in your business—your profession—your life's work.

The know-it-all has more opportunities to get buncoed. Is laughed at oftener because of his conceit. Is really the target at which most of the "bunc" is aimed first; and if you can fully appreciate a little of that fact before it is coldly and rudely handed to you, you will profit by the knowledge.

Before you take the step, ask **yourself** what "dad" would say then ask him.

A WONDERFUL WORLD.

A little more praise and a little less blame,
A little more virtue, a little less shame,
A little more thought for the other man's rights,
A little less self in our chase for delights,
A little more loving, a little less hate,
Are all that is needed to make the world great.

A little more boosting, a little less jeering,
A little more trusting, a little less fearing,
A little more patience in trouble and pain,
A little less willing at times to complain,
A little more kindness worked into the strife,
Are all that is needed to glorify life.

A little more honor, a little less greed,
A little more service, a little less creed,
A little more courage when pathways are rough,
A little more action, a little less bluff,
A little more kindness by you and by me
And, Oh! what a wonderful world it would be.

—Selected.

—N-O-G-G-L-E—

RABBIT-FOOT LUCK.

A little girl once planted a garden, and went out the next morning to look at the beautiful flowers. Of course she was disappointed.

She went out again the following morning—and again and again—each time more greatly bewildered because there were no flowers. Finally little green shoots peeped through the ground, which each morning after seemed just a little more developed.

You know the story. It required weeks of waiting and watering and working, but at last the buds and blooms came and she was delighted and felt fully repaid for her patience and care. It was an instructive lesson.

So with business. So with any line of work. Little can be expected without great care and much labor.

We have seen many failures, and as many successes—often under like conditions. One man opens up business with a flourish and expects the people to beat a path to his door. He sits down and waits (like the little girl in the flower garden.) He has planted the seed—the ground is all right, but he forgets the time and work required to build and grow—and becomes impatient and quits.

Another man opens in the same location, brightens up the place here and there, lets the people know in one way and another what he has to sell, makes it easy for them to test his qualities and service, and gradually the business grows and success is his.

Good locations—good prospects—are always sought. They help. But more is needed. One of the poorest locations and prospects we ever knew turned out one of the biggest winners, and there was not the slightest element of chance or luck with it. It was hard work, good goods, good service, and **more** hard work, good goods and good service.

Good service includes service to the business—to one's self, also; and that embraces care of the revenues, be they large or small; care of every detail that real efficiency can expect and demand.

Big business is built in only one way. There is little or no "luck" in business building. Forget the vest-pocket "rabbit's foot." It is the one attached to the live one in the wood or on the prairie that has the get-away that is the most interesting.

"Get-a-move-on!"

—N-O-G-G-L-E—

HOOVER NOW A RAIL CHIEF.

The Supreme War Council of Europe has given Herbert C. Hoover, Director General of Allied Relief, control of all the railroads in the old Austrian empire. He has mandatory powers in demanding locomotive and freight cars with which to create a food relief service.

—N-O-G-G-L-E—

YOU'D BETTER WATCH OUT!

Three thousand internal revenue agents will enforce prohibition after July 1 under plans just announced, says a report from Washington. They will be distributed in districts where revenue officials look for the most persistent efforts to make whisky illegally.

—N-O-G-G-L-E—

A WELCOME EXCEPTION.

Even the prohibitionists would like to see food prices take a drop or two.—Boston Transcript.

THE AMERICAN "CRUSADERS."

Not as the laureled legions who slew
for regal Rome,
March they who come from battle, keen
for the joys of home;
There are no captives with them, no
Caesar at their head,
With lions padding softly, to fill the
mob with dread.
Their victor hands are guiltless, they've
made no peoples slaves,
They're white-souled as their children
they loved across the waves.
No city less a city that they were cap-
tains there;
They passed, but there's no wailing of
women on the air.
Heed ye the babes of Flanders, the aged
of Lorraine,
They pray the saints in sadness our sons
may come again!
They used the might of heroes, but not
the hate of Huns,
And Frenchmen loved their laughter as
Vandals feared their guns.
You've seen their smiling faces, you've
met their eyes that seem
Somehow to hide behind them the
shadows of a dream;
You've watched them swinging past you,
crusaders that we hail
As fearless knights and flawless who
saved the Holy Grail.
You laud them for their valor, but this
your greatest pride—
In conquering a Caesar no Christ they
crucified!

—Edward S. Van Zile, in N. Y. Times.

—N-O-G-G-L-E—

"RECREATION HUTS" IN PLACE OF SALOONS.

"Recreation huts" to replace saloons as gathering places will be established soon by the Salvation Army in the large cities of the Western states, according to an announcement by Thomas Estill, commander of the organization in the Western district.

Before July 1, when prohibition becomes effective, a dozen or more of the "huts," patterned after those which were so efficiently and successfully operated in the war zone, will be opened in Chicago, and if they prove successful the string will be extended to St. Louis, Milwaukee, St. Paul, Omaha, Kansas City, Denver and other Western cities.

The places will be equipped with libraries, musical instruments, various kinds of games, gymnasiums and shower baths. Trained attendants will be in charge. The "huts" will be open to women as well as men.

Ice cream, soda water, doughnuts and coffee will be sold at cost.

Social welfare organizations throughout the country will watch with interest the Salvation Army's experiment.

—N-O-G-G-L-E—

ROLLED HER THREES.

Operator—"Number, please?"

Subscriber—"323."

Operator—"323 (repeated in an authorized manner).

Subscriber—"Central, wouldn't you like a cup of coffee with those rolls?"—Mountain States Monitor.

—N-O-G-G-L-E—

YOU SHOULD KEEP BOOKS.

Keeping accurate records of receipts and expenses, is not only a great help toward your making a success of your business, but it is the only safe course to pursue during the next few years, while the Government is getting money to pay the war taxes.

You cannot possibly make a correct income tax report unless you keep a daily record of your business transactions, and it is up to every manufacturer and retailer of goods to comply with this law or suffer severe penalties.

In order to help our customers meet this new obligation we have arranged with the publishers of an accounting system that is at once simple, but adequate for all ordinary needs. "Greenwood's Approved Business and Income Tax Record" will give you an inexpensive book in which to keep all your accounts for the entire year. There is space for each day's transactions for a period of fifty-two weeks, and you can begin it at any date you choose.

The important thing is to make a beginning, and then carry it through, and save yourself from any chance of a lot of grief with the Internal Revenue Collector.

The publisher's price of this book is $5.00. We have arranged to supply all Noggle House customers with a copy for $3.00, plus postage, unless ordered with other goods.

TRANS-MISSISSIPPI CONVENTION

Master bakers from the four states of Iowa, Kansas, Nebraska and Missouri met in St. Louis in annual convention June 3, 4 and 5. The attendance was good, the papers and talks were interesting and a feeling of good fellowship prevailed throughout.

Mayor Kiel of St. Louis in his address of welcome to the city complimented the baking industry on its loyalty and steadfastness during the great crisis through which the Nation had just passed, and said that bakers had gained a high place in the public esteem.

Members of the famous St. Louis Singing Society (some of whom belong to the Bakers' Association) were present and gave some excellent music. They sang at each day's session and were one of the delightful features of the convention.

The entertainment committee saw that no one was neglected and every day (and night) had its round of pleasure. Some of the "bugs" who were counting on seeing some big league games had their hopes dashed by rain. There was plenty of "dampness" also on the night of the banquet, held on Tuesday evening.

The big banquet at the Planters on Wednesday evening was a disappointment to those who had on their dancing togs, as the entire time was taken up with eating and after-dinner speeches and songs. It was an elaborate affair, however, and very much enjoyed.

The daily business sessions were all well attended, it seeming to be the desire of those present to get all the good possible out of the convention.

After the election of officers and the selection of Topeka as the convention city for next year, the meeting adjourned. The central location of Topeka and the backing and boosting it will have from Kansas bakers ought to insure a great convention for next year. Officers were elected as follows:

T. L. Jordan, Topeka, Kan., president; Elmer Zimmerman, Hannibal, Mo., treasurer; Otis B. Durbin, Kansas City, Mo., secretary.

Convention Notes.

The "Two Henrys" were present, as usual—Henry Brinkman of Lawrence and Henry Toburen of Tonganoxie.

Carl Guenther of Greenfield, Mo., said he just couldn't stay away, but we missed Frank Newton of Mountain Grove.

Domino Danzero and family attended from Springfield.

Jake Cripe may be a deacon in the church at Garnett, Kan., but take it from your reporter, he's no slouch in a big city like St. Looie. He can tell a billiard cue from a peel handle with one eye shut.

Floyd Campbell sure likes buttermilk.

If some long, slim guy by the name of Fred Wood ever tries to rope you into a "Kelly" game, listen to one who knows and lay off, or he'll take home your gold teeth.

Mrs. R. A. Waller of Macon, Mo., was there chaperoning her husband.

Mr. and Mrs. Louis Klein attended from Moberly. Louie is always on hand, but this was Mrs. Klein's first convention trip.

Ed Firner, the champion chop suey eater of the West, remained at his home in Topeka. You can see him eat next year.

Van was on the job, as usual, with his little old camera—and got several snapshots of the crowd.

It is said that a nice little "sociable game" took place one night in a certain traveling salesman's room, the other parties being four or five old "doughboys." Nice fat chance that salesman had to win anything.

V. D. G.

—N-O-G-G-L-E—

KEEP ON SAVING.

There can be no doubt that the habit of saving is one of the beneficial by-products of the great war. Millions of people all over the land and in all classes of our population who never before gave a serious thought to systematic saving are now practicing this thrifty virtue. To save has become a national fashion, but in order that the movement shall become permanent, there must be a guiding influence. This is supplied by the savings division of the United States Treasury Department. A special drive is now under way in an effort to organize War Savings Societies in retail stores everywhere. To save and invest in thrift stamps is not only wise but is a part of our patriotic duty. It only needs some active and efficient person in a store or workshop to lead in organization and such societies can be put into motion anywhere. These circles may become at a later time Peace Savings Societies, and so perpetuate the good work and help to benefit great numbers of persons and teach them prosperity.

WATCH OUT!

There are two varieties of thieves doing a record breaking business all over the country, says the Confectioners' Journal. The one sort wants your Liberty Bonds in exchange for sure-thing stock of less value than wrapping paper. When they show up on your trail don't be silly enough to listen to them or you're a goner. Telephone for the police. The other class is much more respectable, and they don't waste any words. They don't pretend to give you anything in return for your money. They are just plain burglars, with guns. They don't telephone asking an interview. They drop in at very inconvenient hours. Make up your mind just how much you can afford to lose at their hands and put the rest where they can't find it. All cash beyond enough for a day's retailing should be banked during the day and valuable papers ought to be kept in a safe deposit box.

—N-O-G-G-L-E—

MAILING YOURSELF MONEY.

Every time you stick a Thrift or War Savings Stamp on your card you are mailing money to yourself, to be received later with interest. Cashing in these stamps is going to be better than "getting money from home," for with the money comes the reminder that you contributed to the great victory which then will have been completely won.

—N-O-G-G-L-E—

A BIRD IN THE HAND.

"I'm a very busy man, sir. What is your proposition?"

"I want to make you rich."

"Just so. Leave your recipe with me and I'll look it over later. Just now I'm engaged in closing up a little deal by which I expect to make $3.50 in real money."—Brooklyn Citizen.

THREE "JOKES" NOW WINNERS.

Twenty years ago, says The Punch Bowl, the movie was a fizzle, automobiles were a joke, and a soda fountain was lucky if it earned enough in two seasons to buy a cash register.

Success came to each of these lines of business because the idea back of it was sound and because of continued improvement in quality. It is a far cry from the cheap soda water and pop of the early days to the fine ice cream and the appetizing fruits and syrups of your fountain today.

Isn't it reasonable to think that this same attention to quality will bring big profits to the soda fountain now, as we enter the prohibition era?

The sense of taste is not easily deceived. It will quickly choose your fountain rather than the store across the street where quality is none too high and where service is none too clean or intelligent.

—N-O-G-G-L-E—

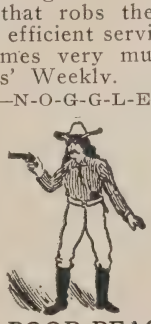
NONE OF THE BOSS'S BUSINESS.

It may not be the business of the boss as to how an employe spends his nights, but it is very much his business if his employe is sleepy and about half dead the next day!

It may not be the boss's business if the employes on pleasure bent have scores and scores of frivolous friends, but it is his business if these friends of pleasure during business hours take the time for which they are paid, to entertain them and gossip about the last night's happenings!

Anything that robs the boss of the best possible efficient services of his employes, becomes very much his business.—Bakers' Weekly.

—N-O-G-G-L-E—



A POOR PEACE.

A real cowboy got back from the war the other day. After a few days elapsed, the news of his return spread around the ranch, so one of the neighbors dropped in to see him.

"Howdy, Bill," he said, "as man to man, what do you think of this war"

"Huh, I call it a mighty poor war," growled the cowboy in disgust.

"How's that?"

"Too much salute and not enough shoot!"

For The Bakeryman

ORDER OF U. S. WHEAT DIRECTOR AFFECTS BAKERS.

Julius Barnes, United States wheat director, has announced that President Wilson has signed a proclamation putting under license of the wheat director persons, firms, corporations and associations dealing in wheat, wheat flour or baking products manufactured either wholly or partly from wheat flour. The only exceptions are farmers and small bakers.

The proclamation, which goes into effect July 15, applies to the business of "storing or distributing wheat, or manufacturing, storing or distributing wheat flour," as well as to the manufacture of bread or other bakers' products either wholly or partly from wheat flour.

The exceptions are listed as follows:

A—Bakers and manufacturers of bakery products whose consumption of flour in the manufacture of such products is, in the aggregate, less than fifty barrels per month.

B—Retailers and farmers or co-operative associations of farmers or other persons with respect to the products of any farm or other land owned, leased or cultivated by them.

Common carriers are required to secure on or before July 15 a license from Mr. Barnes "in such form, under such conditions and under such rules and regulations governing the conduct of the business as he may from time to time prescribe."

Blank forms to be used in applying for such licenses may be obtained from the zone agents of the grain corporation in Baltimore, Chicago, Galveston, Minneapolis, Kansas City, Mo.; New Orleans, Omaha, Philadelphia, Portland, Ore.; St. Louis, San Francisco, Buffalo and Duluth. After the applications have been filled out they must be sent to the wheat director, division of licenses, Washington.

The proclamation states that "any person, firm, corporation or association, other than those hereinbefore excepted, who shall engage in or carry on any business above specified after July 15, without first securing such licenses, or shall carry on such business while such license is suspended or after such license is revoked, will be liable to the penalties prescribed by law."

—N-O-G-G-L-E—

TWO SLICES FOR ONE.

BY GEORGE P. DELAUNEY.

When you sit down extra hungry before a plate of soup and a slice of bread, what is the thing you ask for "more of."

It is not the soup. It is the bread. You can always satisfy the cravings of extra sharp appetite by eating another slice of bread.

In the same manner, even when the appetite is not usually keen it may always be rendered so by sight and taste of bread, particularly toothsome and delicious.

You can create appetites. Food manufacturers who have won national success through advertising constantly take advantage of this fact.

Make your bread twice as tempting, nourishing and rich in flavor as it now is—and then advertise it.

You will find by the most natural sequence in the world that people will want to eat more and more of it.

Until your whole community is eating "Two slices for one."

—N-O-G-G-L-E—

SERVICE IS THE DEMAND OF THE HOUR.

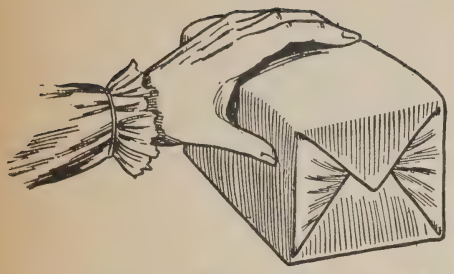
The jitneys are cutting into street car earnings everywhere. They grow because they give good service as against street car slow, clumsy service. Railroads will soon have their earnings seriously cut into by lines of motor trucks between points taking the cream of the haul, because of quicker and more efficient handling of freight, says "Modern Pulverizing."

—N-O-G-G-L-E—

Don't allow yourself to be handicapped for want of sufficient tools and machinery to care for your trade. Prepare beforehand. Get our Tool Catalogue and price list and fit your shop up with modern appliances, furnishings, etc.

—N-O-G-G-L-E—

Texture, grain, bloom and flavor of loaf are all improved by the use of Dry Milk Powder.



MADE
SOLD
DELIVERED } **CLEAN**

HYGIENIC STANDARD FOR BAKERIES.

It has been perhaps a year since the Bull Dog printed the following "Hygienic Rules," and you may have forgotten them. Their strict observance is necessary to the success of your business. Cut out, and paste up where you and your employes can see them daily. Here's the ideal condition for a bake shop:

1. Building well lighted in every part with natural light, and thoroughly ventilated; air supply free from contamination by surface dust.
2. Floors, wall and ceiling of impervious materials with smooth surfaces, and kept clean. Rooms kept free from vermin, and screened against flies.
3. Plumbing, drainings, etc., ample to remove waste and prevent dampness, and kept in good order. Sanitary shops, shut off entirely from bakeshops and storage room.
4. Plentiful supply of pure water; convenient and adequate washstands and supplies.
5. Garbage, refuse, etc., stored in tightly-covered cans and disposed of quickly.
6. Machinery, tools and other equipment so made, installed and used as to facilitate cleanliness and safety.
7. Stables so located and disinfected as to prevent odors from same reaching bakery.
8. Methods of distribution such as to protect bakery products from contamination between the oven and the home.
9. A health certificate, showing freedom of all employes from skin diseases, tuberculosis, venereal and other contagious diseases. Spitting and the use of tobacco in the bakery prohibited.
10. Employes of bakeries properly clothed in clean, sanitary clothing.

—N-O-G-G-L-E—

Don't be afraid of your competitor. Learn from him. If he is doing enough business to be dangerous, he is worth studying.—The Popular Storekeeper.

NOGGLE'S VEGETABLE COMPOUND.

We are now offering to the trade, under our own brand "Noggles B. D. Vegetable Compound," a shortening that we believe that bakers will find the best for the money on the market.

It is strictly a "compound," made from open-kettle rendered beef fat and pure corn oil, and as a shortening, it is superior to either lard or butter.

It creams well, does not "run" in warm weather, nor become rancid. It gives to all bakeshop products a fine flavor, and in frying doughnuts and crullers is free from disagreeable odors.

As a shortening for pie crusts, cake doughs, etc., "Noggle's B. D. Compound" requires only about 90 per cent as much as other shortening, to give equal and even better results. Ask our salesman or write direct to the house.

—N-O-G-G-L-E—

THE WRAPPED LOAF PLEASES CUSTOMERS.

A wrapped loaf sells quicker than the unwrapped one—because it is protected—its sanitary condition is assured the customer by its waxed paper covering. If you are trying to please your trade and build up your business, you can do both at one operation—wrap every loaf you bake in a Noggle waxed wrapper with the name of your special brand printed thereon. You've got some selling talk there. See third page of Bull Dog cover for sample design, sizes and prices.

—N-O-G-G-L-E—

SELF-SEALING WAXED PAPER

We have put in a line of self-sealing waxed paper for bread wrapping that will enable those of our customers who have sealing machines to get their printed wrappers along with their other supplies. We are limited at present to the following sizes, and can accept orders only for lots of 5,000 and upward:

Quantity	14x16	13x18	14x18	15x18	14x20
5,000 to 9,000.	$3.55	$3.70	$3.80	$4.00	$4.10
10,000 to 24,000.	3.40	3.55	3.65	3.90	4.00
24,000 to 49,000.	3.30	3.45	3.55	3.80	3.90
50,000 and over	3.25	3.40	3.50	3.75	3.85

See third page of Bull Dog cover for sample design and printing instructions; also sizes and prices of dry wax (not self-sealing) waxed paper wrappers.

THE METHODS OF BREAD MAKING.

There are two methods of bread making. Straight doughs and sponge dough. The straight dough is the most popular of the two. However, a good many bakers are returning to the old methods of sponge dough, which was very popular during the war when they used substitutes. The sponge method is very useful in dough rooms where the temperature is hard to control. If the sponge generates too much heat it can be brought back to the proper temperature by adding ice and water. Sponge method can also be employed where a large volume is desired. Bakers are using short time sponges at present, employing the full amount of yeast as they would for a straight dough or about 1½ per cent of the total of flour used. Some are also using 66 per cent of the total of flour in the sponge, which shortens the fermentation in the dough. This method will insure a large volume in the pan and help to control the temperature.

The dimensions of your dough troughs are also to be considered during fermentation. A small dough in a large trough is apt to close temperature, requiring more time, while on the other hand a large dough in a small trough generates heat and shortens the fermentation period.

A dough thermometer should be found in every bake shop and a dough should never be mixed without using one. The baker who does not use a thermometer is working against his own interests, for it is impossible to obtain a uniform loaf without one, no more than he can determine the time without a time piece. The time required for each rising of the dough and the heat generated should be noted so that when a good loaf is produced you know the temperature under which it was obtained.

—N-O-G-G-L-E—

NO CHEAP BREAD.

Walter Scheppelmann, in a recent address before the Master Bakers of Pennsylvania, said:

The minute a baker hears the word "competition" he begins to figure out how he can drive his rival from the field. If Baker John Smith reduces his price a cent, he feels that he, too, must cut his—two cents, if possible. The consequence is that he offers cheaper bread, the loss in revenue must be made up in some way and that way is usually by cutting the quality of the materials that go into the loaf.

And yet no woman wants cheap bread. What she wants is good bread. I do not mean by this that she wants to pay an exorbitant price for it. She wants her money's worth in bread as in all things, but first, last and all the time she wants quality, and her family want quality, and the more of it you give them the more bread they will eat.

The word "quality" can mean many things. To my mind in the bakeshop it means "taste in bread." It does not mean size, whiteness, texture. It means flavor. It is the flavor of the bread that causes it to be eaten, makes a demand and gets the customer to come back and buy a loaf of bread every day.

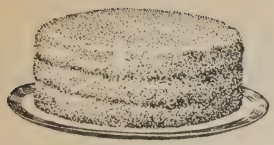
This quality probably has the hardest struggle of any one thing in a bakery and there is a good reason for this. Its principal enemy is cheap substitution. When I say "cheap substitution," I mean just this. It is rarely, if ever, that substitutes in a bakery are used just because they are going to make the loaf better. The usual argument is that it is going to save money.

—N-O-G-G-L-E—

PIE FILLING POWDER.

Some of you bakers are overlooking a "big bet" by not making soft pies, and plenty of them. Why let your neighbor down the street get all that business, or why compel the housewife to bake her own soft pies?

Noggle's B-D Brand of Pie Filling Powders will solve your trouble. Ask for free sample of Noggle's Pineapple Cream pie filling—enough to make two or three pies—costs you nothing to try it, and if your trade likes 'em, then buy some. This free trial is just so much "velvet" to you.



STOCK MIXTURE FOR CAKES.

6 lb. powdered sugar.
3½ lb. compound lard and butter.
1 qt. eggs.
2 oz. soda.
1½ oz. salt.
4 qt. milk.
11 to 12 lb. flour.
4 oz. cream tartar.
vanilla.

Rub the compound lard with half the sugar, two pounds of flour and the soda until it is well creamed up. Then beat up the eggs with the other half of the sugar until spongy. Now incorporate beaten eggs into the creamed-up compound mixture. Dissolve the salt in the milk, add vanilla. Sift the cream of tartar several times with the balance of the flour. Add a few handfuls of the flour with the cream of tartar sifted in, then some of the milk and alternate milk and flour until all of it is incorporated.

Fill your cup cakes and loaf cake first. Then thin the balance of the mix with a little egg and milk to a consistency so that it will spread and lay out your sheet and layer cakes.

You can take part of this mix and incorporate a few ounces of melted chocolate with an equal amount of powdered milk. This will give you a chocolate mix. You can color part of it red and make a marble cake by combining the three colors chocolate and white. You can add in the loaf cake citron, currants, raisins or nuts in order to change the variety.

You can add spices to this mix and make spice cups or spice and chocolate layers or sheets.

—N-O-G-G-L-E—

DOUGH CAKES.

These very old-fashioned cakes still retain their popularity, but it is comparatively recent that bakers have given them their attention.

Here is a formula for a very good quality dough cake, which will also result in a good looking cake for window display:

12 lb. dough.
2½ lb. sugar.
2½ lb. fats.
½ pt. egg.
1½ lb. currants.
1½ lb. raisins.
8 oz. cut peel.
lemon essence.

Mode—Let the dough be well proved, spread it out on the table, put the fat, sugar, egg and flavoring on, and tear it in well till the dough is quite free from strings. Add the fruit and finish mixing, and weigh off into greased bread tins at, say, a pound each, and prove in a warm place without steam, till about half as big again as the dough when weighed in. Bake them in a good cake oven, turn on wires and sell at a fixed price. While the cakes need a good mixing as state, it should not be overdone, or the dough will be tough and take much longer to prove. The fat used can be lard or a mixture of margarine and vegetable fat.

Another medium quality formula is given:

12 lb. dough.
1¾ lb. fat.
1¾ lb. sugar
½ pt egg.
2 lb. fruit.
4 oz. peel.
lemon essence
few drops egg coloring.

Proceed as described above and treat the same afterwards, baking the cakes in rather a warmer oven.

—N-O-G-G-L-E—

PAPER BAKING CUPS.

Better cakes for less money can be made by using Sanitary Paper Baking Cups. They give the "perfect service" that bakers have long sought for. Cakes baked in paper cups have a better flavor, stay fresh longer and are sanitary to the last degree. No grease or special trays are needed. Less batter is required, and there is no loss from sticking to sides of pans. See description on page 30, and then send your order to Noggle.

USE MILK POWDER.

If you want to get a fine grained loaf, with a nice brown crust and a sweet flavor, use dry Milk Powder. Does not attract flies; no stickiness or souring, as when condensed or raw milk is used. Send for a sample, if you have never tried Milk Powder in baking. You will be pleased with it.

—N-O-G-G-L-E—

Don't overlook Noggle's B. D. Brand of shortening when ordering other supplies. It is a quality producing article and sells at a price that makes its use economical. Ask our salesman.

For The Confectioner

AND FOUNTAIN DISPENSER.

WHAT IS TAXED AND WHAT IS NOT.

Considerable confusion has grown up among the dispensers of soft drinks as to just what drinks are subject to the luxury tax and those that are not. For the guidance of fountain men, druggists and others engaged in dispensing this class of goods, the Bull Dog gives below the latest Government rulings on beverages and ice cream products:

"All beverages when compounded or mixed at the fountain, such as orangeade, lemonade, pineapple juice, cocoa cola, root beer, moxie, phosphates, fruit and flavoring syrups, compounded or mixed with plain or carbonated water, milk shakes, ice cream, ice cream sodas, sundaes, ice cream sandwiches, flavoring ices and all other similar drinks are subject to the tax.

"There are certain drinks which are sold at soda fountains and ice cream parlors, such as hot beef tea, coffee and tea, hot or cold, buttermilk, milk, hot chocolate, or cocoa, hot clam or tomato broth or bisque or bouillon that are not considered soft drinks and subject to the tax unless they are compounded at the fountain or mixed with carbonated water. No tax applies to gingerale, root beer, moxie, mineral water when served direct from the container.

"Certain medicines, such as bromo-seltzer, citrate of magnesia, rochelle salts, epsom salts, castor oil, essence of pepsin, often sold at soda fountains, do not come under the head of soft drinks and are not subject to the tax."

—N-O-G-G-L-E—

PROVIDING FOR THE BIG THIRST.

An extraordinary demand for citric acid this spring presages a record-breaking business among manufacturers of soda waters.

—N-O-G-G-L-E—

Carbonators, Soda Fountains, Ice Cream Freezers, Ice Crushers—ask Noggle.

COFFEE, CHOCOLATE, ETC., TAXABLE.

Notwithstanding a former informal ruling by an official of the Internal Revenue Bureau that coffee, tea, chocolate, cocoa and similar not drinks sold at soda fountains would be considered articles of food and therefore not taxable under the new revenue law as soft drinks, one of the deputy internal revenut commissioners has informed counsel for the N. A. R. D. at Washington that in his opinion the department would finally hold that hot drinks sold at soda fountains are taxable as soft drinks. Moreover, it might further hold that sandwiches sold at soda fountains are also taxable. It is contended that hot drinks and sandwiches should be taxed under the language of the statute providing that "similar articles of food or drink" are subject to the soft drink tax.

—N-O-G-G-L-E—

ICED COFFEE AT THE FOUNTAIN

The season for soft drinks is here, but in spite of the almost endless variety of these, there are many people who go thirsty on warm days because they cannot find anything which is really satisfying and lasting. Some dispensers of summer drinks and delicacies have taken advantage of a very adaptable and profitable article which is right at hand —coffee.

There is one coffee house doing a wholesale and retail business which has a large booth from which coffee and tea are served the year round to an ever-increasing stream of people. This place serves ice cold coffee and tea, coffee ice cream, coffee milk shakes, coffee egg and milk drinks, coffee in every delightful, refreshing form known, and hundreds of people have found out that there is nothing so cooling and invigorating, yes, and lasting, as a glass of ice cold coffee or a coffee, egg and milk. It tastes good before, during and after drinking, and the coolness makes life more bearable in hot weather.

Coffee has no bitter or sickish sweet after-taste; it leaves just the desired cool, cleansing sensation, soothing an overheated person as nothing else will and without the slightest harm.

—N-O-G-G-L-E—

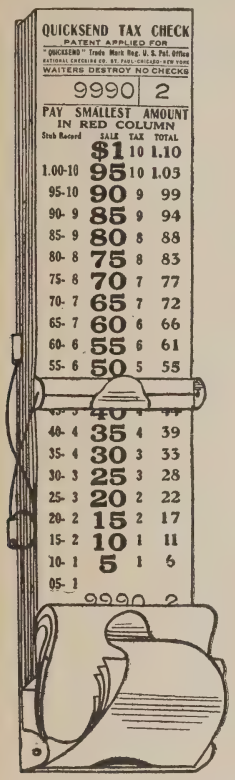
"The government is building a new revenue cutter."

"What are they going to name it?"

"Prohibition."—Puck.

THE QUICK-SEND TAX CHECK.

This is the quickest and safest device we have yet seen for computing the Internal Revenue Tax which is to be collected from the consumer after May 1 on all soft drinks, ice cream and fountain


QUICKSEND TAX CHECK
PATENT APPLIED FOR
"QUICKSEND" Trade Mark Reg. U. S. Pat. Office
NATIONAL CHECKING CO. ST. PAUL-CHICAGO-NEW YORK
WAITERS DESTROY NO CHECKS
9990 2
PAY SMALLEST AMOUNT IN RED COLUMN
Stub Record SALE TAX TOTAL
$1 10 1.10
1.00-10 95 10 1.05
95-10 90 9 99
90- 9 85 9 94
85- 9 80 8 88
80- 8 75 8 83
75- 8 70 7 77
70- 7 65 7 72
65- 7 60 6 66
60- 6 55 6 61
55- 6 50 5 55
40- 4 35 4 39
35- 4 30 3 33
30- 3 25 3 28
25- 3 20 2 22
20- 2 15 2 17
15- 2 10 1 11
10- 1 5 1 6
05- 1
9990 2

dishes. You simply tear off the check at regular sale price, shown by central row of figures, and the added tax is computed and appears in red figures in the right hand column—this total being the amount the customer pays. The stubs which remain on the pad enable you to check up your sales and compute the amount of tax that you owe the Government.

All checks are packed 5,000 in a carton, weighing 8 lbs., and are numbered from 1 to 5,000 consecutively. We do not break cartons. Stock checks can be shipped immediately. Fifty record sheets are included free. Prices are as follows:

Holders, each	$ 0.75
10,000 stock checks	6.00
25,000 stock checks	13.50
50,000 stock checks	22.50

If sent by parcel post, postage is additional. Send all orders to

THE S. W. NOGGLE COMPANY,
Kansas City, Mo.

ANOTHER STYLE OF CHECKS.

The A. B. C. Tax Checks come in two styles—numbered and unnumbered. The numbered, of course, is the better form for record and for checking up.

These checks can be marked with lead pencil, or punched with your own spring punch. Prices are as follows:

In 10,000 cartons, per carton, numbered $4.50, unnumbered $3.75.

Holders not absolutely necessary, but are a great convenience. These come extra at 50 cents each.

Beginning May 1st, you **must** keep track of all soft drink sales, and collect tax for Uncle Sam. He will slip into your place of business unannounced like a cigar or tobacco inspector, and ask to see your Soft Drink Sales Record. What will you do, if you have none? Rather, what will Uncle Sam do? You can guess!

Be ready! These Tax Checks are now available Order from Noggle for **quick service.** No orders taken for less than 10,000.

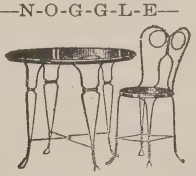
The S. W. Noggle Company,

—N-O-G-G-L-E—

CHERRY, HOT OR COLD.

Well made cherry drinks have a steady, if not exactly lively, sale the year round, and the fruit lends itself readily to either hot or cold dispensing. For a cold phosphate, or whatever other title the dispenser chooses to give it, a recipe of proved merit calls for 1½ ounces of cherry syrup, 1 egg, 1 ounce of ice cream and a dash or two of acid phosphate. Carbonated water is added, and the whole is shaken, strained and served solid.

—N-O-G-G-L-E—



HOW'S YOUR FURNITURE?

The Noggle line of metal furniture for refreshment parlors, grill rooms and lunch counters is of the highest quality and latest patterns. Ask us about anything you need.

—N-O-G-G-L-E—

Serving cream in cones yields a double profit—on the cream and on the cone; besides, it is one of the most convenient ways (for you) in which to serve the cream—no dishes or glasses to wash afterwards. Ask Noggle for quotations.

—N-O-G-G-L-E—

Ask us for quotations on a new fountain; we have the classiest line going out.

Coney Island Sundae.

FOUNTAIN FORMULAS.

Take a large spoon, wet it, roll up some sherbet in the shape of a cigar and some vanilla ice cream in the same shape; lay them together in a saucer (in season, place a large grape leaf on the saucer, and put the ice cream and sherbet on it), then top with a ladle of chopped pineapple, a ladle of whipped cream and a cherry.

Chocolate Fluff.

Into a 12-ounce glass draw 1½ ounces of chocolate syrup, add a small ladleful of whipped cream and a No. 16 disherful of vanilla ice cream. Fill the glass with carbonated water, fine stream, and top with a red cherry. Serve with a spoon.

Sunset Surprise.

Cover the bottom of a saucer with Nabisco wafers. On them place two No. 20 moulds of ice cream and cover with crushed orange. Add another layer of Nabisco wafers, dress with whipped cream and top with a cherry.

Cake Sundae.

Put a slice of fig cake on a fancy plate. On this put a No. 1 cone of chocolate ice cream and pour over it a ladle of fig nut dressing, top with whipped cream and decorate with a preserved fig.

Gingerade.

Have some prepared lemonade on hand. Fill the glass half full of this, and half of ginger ale. Add shaved ice and serve with a straw. This makes a delightful summer drink, with just about the right amount of "kick" in it. It is a thirst quencher, and few people will be able to guess what it is. Keep them guessing.

Lime Freeze.

Into a 12-ounce glass containing sufficient shaved ice express the juice of one lime, add 2 ounces of lemon syrup and 1 ounce of cold plain water; stir and strain, fill the glass with carbonated water, and serve with straws.

Orange and Cherry.

Into a 12-ounce glass draw half an ounce each of orange, cherry and lemon syrup; add one-third glass of orange water, ice and fill with carbonated water. Decorate with two cherries.

Gordon Cooler.

Into a 12-ounce glass draw one ounce of orange syrup and one ounce of cherry syrup. Add the juice of a lemon and one-fourth glass of ice. Fill with carbonated water, mix and decorate with a cherry and a cut of pineapple.

St. Martin's Dream.

Into a 12-ounce glass squeeze the juice of half a lemon; add 1 ounce each raspberry and orange syrup, half an ounce of grape juice, and one-fourth glass of ice. Fill with carbonated water, mix and decorate with slice of lemon and orange.

Patriotic Sundae.

Using a No. 24 disher, take one vanilla cream, one strawberry cream and one grape sherbet, placing side by side in a circle. These form the red, white and blue colors. Top off with whipped cream, in the center of which place a cherry.

Reveille Highball.

Peel 1 lemon and place in a 12-ounce glass with some powdered sugar. Mash with muddler and add a dash of grenadine syrup and a half ounce of simple syrup. Serve with cracked ice and decorate with slice of orange and a cherry. 15c.

Ginger Cobbler.

Dissolve a teaspoonful of sugar in a small quantity of carbonated water; add a large slice of pineapple; fill the glass nearly full with shaved ice, and then pour on as much ginger ale as the glass will hold.

Chocolate Punch.

Chocolate syrup, 2 fluid ounces, egg, 1; shaved or cracked ice, ¼ soda glassful; milk, enough to fill a 12-ounce glass. Shake together, strain into a 12-ounce glass, fill the latter with the fine stream of carbonated water and add some whipped cream.

Pineade.

Draw 2 ounces of pineapple syrup and 1 ounce of raspberry syrup into a large glass, squeeze the juice of ½ a lemon and ½ an orange into this and fill one-third full with finely shaved ice. Shake well, strain and fill the glass with carbonated water and decorate the glass with a small slice of preserved pineapple or with strawberries or orange.

Liberty Sundae.

Take an ice cream, any flavor, colored blue (this can be effected with harmless certified coloring), top with marshmallow, whipped cream and crown with a cherry. The red, white and blue thus form a dish as pleasing to the eye as agreeable to the palate, and without adding a particle to the cost of the sundae brings out Old Glory in all her splendor.

News Notes From the Field

The Axe Bros., formerly in the baking business at Council Grove, Kan., have opened up a new plant in Emporia. The Noggle House outfitted them with tools and supplies.

M. Warrick, who runs the Royal Bakery at Mt. Pleasant, Tex., reports a nice business.

Warriner Bros. at Pine Bluff, Ark., are evidently doing a rushing business as their orders are always marked "Please rush."

E. A. Wellman, DuQueen, Ark., is having the biggest bakery trade ever. He gives 'em quality goods and a steadily growing business is the result.

When Charlie West of Hope, Ark., is not making his famous fruit cakes for the Christmas trade, he is dishing out ice cream and selling "pop" to the thirsty ones in summer. Charlie doesn't let any of them get away. He's an all-season hustler.

R. B. Wiley, Wellston, Okla., is having all the trade he can take care of this hot weather—but he likes it that way.

The Peerless Bakery at Miami, Ariz., has been sold to Cobb Bros., who will consolidate the plant with the one already operated by them.

Frank Vesley has opened up a bakery and confectionery at Silver City, N. M.

The Nafziger Baking Co. has purchased an airplane and is using it to exploit its business in Kansas City and other cities of Missouri and Kansas.

W. H. Groutsch, one of the veteran bakers of Missouri, has sold to C. W. Crowley and will take a "vacation," he says.

F. F. Stephan has sold his bakery at Alliance, Neb., to G. C. Mooney.

Gus Winters has bought the bakery business of Mueller Bros. at Jefferson City, Mo.

Warren White of Ottawa, Kan., recently installed a Noggle Perfection oven and other bakery equipment in his father's grocery store, and will bake the bread for their retail trade.

Garland Cooper is opening up a new bakery, confectionery and ice cream parlor at Pauls Valley, Okla. G. C. intends to get all that is coming to him.

Sammons & Howell will open up a new bakery at Malvern, Ark., soon.

Luther Bradshaw is installing new equipment in his bakery plant at Frederick, Okla.

Geo. C. Allingham is putting out a "Kreme Krust" loaf of bread that is proving popular with the people of Manhattan, Kan.

O. C. Dowd of Palacios, Tex., recently added some new equipment to his bake shop that will take care of his increasing trade.

S. E. Tillmann, Alta Vista, Kan., is having a fine ice cream fountain trade.

Earl Ketch has opened a new bakery at Nash, Okla.

Guy C. Taylor added to his chain of restaurants one at 335 Southwest Boulevard, Kansas City.

Pepper Bros. have gone back into the baking business at Abilene, Kan., having bought out the Hess Bakery.

W. H. Woods of Council Grove, Kan., has sold his confectionery and ice cream business to Owens & Funk, two of Council Grove's wide-awake young men.

Paul Nicolay has purchased the Wallerstadt Bakery at Abilene, Kan., and installed a Noggle Perfection dough mixer. He reports trade starting off fine.

T. R. Byrne has bought the bakery business of H. F. Kienzle, at Kensington, Kan.

Geo. Wittinger, Sedalia, Mo., reports business in the baking line fine and dandy.

W. M. Jackson is opening up a bakery in connection with his hotel and restaurant at Corbin, Ky.

R. W. Bucklin has sold his business at Macksville, Kan., to R. W. Oser, and gone to Montana to recuperate his health.

Geo. Jenkins of Saline, Kan., has added a new dough divider to his equipment. He says business is rushing.

The Grover Produce Co., Great Bend, Kan., report a heavy ice cream trade.

F. A. Mitchell at Independence, Kan., has one of the best equipped shops in the state, and he uses an airplane in his advertising.

J. B Todd of Gardner, Kan., has increased the capacity of his ice cream trade by the addition of new equipment.

H. W. Peters who has been in business a number of years at Waynoka, Okla., and who has built up a successful business, has recently taken in as a partner his brother-in-law, Geo. E. Gilliland, and the new firm will be known as H. W. Peters & Co.

Mr. Gilliland is a practical baker and he and H. W. will make a fine working team The Bull Dog extends its best wishes to them.

—N-O-G-G-L-E—

TRY CERELOSE.

Sufficient sugar must be present in the dough to hold out until the last stage in the process of fermentation, in order to produce a palatable, sweet, good-flavored loaf. This is of particular importance in sweet doughs for buns and coffee cakes. Since we should conserve all the cane sugar we possibly can, the problem of substituting cane sugar in doughs is a matter of great importance. Cerelose (or bread sugar) will serve the same purpose as cane or beet sugars, and can be used at a considerable saving in price. Listed among supplies on pages 16 and 21.

—N-O-G-G-L-E—

Cream of Maize is one of the best thickeners used by the baker. It is good in bread work, pie work and is almost indispensable as a general filler. Noggle has it.

—N-O-G-G-L-E—

Bakers can use as much as 10 per cent of corn starch or cream of maize and get a larger loaf, and as good quality, as when using all flour, and at quite a saving in cost. Don't overlook opportunities like this.

—N-O-G-G-L-E—

We can supply you with cake boxes, either plain, or printed to your order. They will enable you to handle your cakes in fine shape through the hot summer months that are coming.

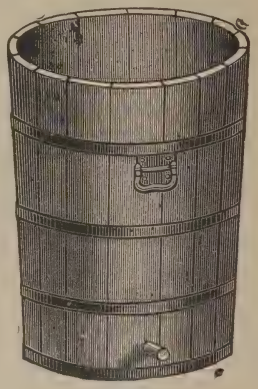
GET YOUR TAX CHECKS.

If you want to keep an honest record of your soda sales for the Government, and eliminate all trouble in paying the "luxury tax" on all drinks, creams, ices, etc., you should by all means provide yourself with Tax Checks. It's the easiest and safest way.

—N-O-G-G-L-E—

Ice cream tubs—cans—appliances—need them? Ask Noggle.

—N-O-G-G-L-E—



Tubs—Cans—Ice Cream Paper Pails—ask Noggle.

—N-O-G-G-L-E—

The finest fountain drink, with the biggest profit is Noggle's Concentrated Orangeade. Ready to serve, nothing to add but water—net profit great.

—N-O-G-G-L-E—

The Cassel center ice cream mould is the neatest, handiest, most economical way to prepare cream for customers who wish to observe any particular date, anniversary or holiday occasion. Fully described in our new catalogue, No. 16.

—N-O-G-G-L-E—

In these days, when the market is being flooded with new extracts, flavors and fruit juices, just keep in mind the Noggle House with its complete stocks that have stood the test of years, and are made with a special view of helping you produce better goods, and not just to sell.

—N-O-G-G-L-E—

Cemcoat Enamel is made expressly for bakers and confectioners, and there is nothing better to brighten up walls and wood work.

—N-O-G-G-L-E—

Buttermilk powder will give a new flavor to your loaf of bread. See price list pages 15 and 19.

JULY, 1919, PRICE LIST
OF
S. W. Noggle Wholesale & Manufacturing Company
KANSAS CITY, MISSOURI

(Destroy all Previous Lists)

We go to press the 25th of each month. All prices are then good, but subject to change without notice. In commodities that fluctuate like sugar, glucose, etc., it is impossible to have a standing price that will cover. We therefore trust to our customer's fairness to accept the market.

READ THIS BEFORE ORDERING.

If a credit arrangement has not been established with us it is absolutely necessary to send references when ordering. Or, if in a hurry for the goods, send four or five dollars with the order, and the remainder can be paid on arrival of the shipment, and your references can be consulted for further use.

We positively will not ship goods C. O. D. without sufficient deposit with the order to cover the freight or express charges both ways. When remitting for Parcel Post shipment, add estimated amount for postage. Excess, if any, will be returned.

We invite credit business, but must be given ample opportunity to consult references and authorities before shipping.

Out-of-town references, in same mail with order, cannot be heard from so as to give quick shipment on terms. It is best to send remittance with first order, and also references. Then the latter can be looked up so as to take care of the next order on credit terms.

Customers selling out are not released from bills owing, even if their buyer does assume the bills. See that all your bills are paid. You are liable for them.

When ordering goods, sign individual names of owners—not the name of your confectionery or bakery.

New customers, or old customers starting new, or buying out business in new location, should mention where they have been in business before, so that we can identify them and thus give quick attention to the order.

(United States Food Administration License No. G, 13060)

BAKER'S AND ICE CREAM MAKER'S DEPARTMENT.

ACIDS
Acetic, Concentrated, per lb.....$0.35
Citric C. P. Crystals, per lb..... 1.40
Citric, C. P. Powdered, per lb..... 1.50
Tartaric, C. P. Powdered, per lb..... 1.35
Tartaric, C. P. Crystals, per lb..... 1.25

ALBUMEN CRYSTALS
	100-lb. cases	Less
Russian, per lb.....	$2.40	$2.50

ALKALI SPECIAL
In 300-lb. bbls., per 100 lbs.....$6.15
For use in tanks where bread tins are boiled.

ALMOND PASTE (Heide's)
	Single 5-lb. cans	Case 30-lbs.
Price, per lb.....	$0.54	$0.53

AMMONIA (Carbonated) (a)
Powdered, 5-lb. cans, per lb..... .21
Less, per lb., in tin can..... .27
(a) Use of ammonia in baking is forbidden in Kansas. We ship ammonia in cans only.

ANGEL CAKE POWDER (For Angel Food Cake)
In 1-lb. cans.....$1.55
In 5-lb. cans..... 1.50
In 10-lb. cans..... 1.48
In 25-lb. cans..... 1.45
Formula—1 pint lukewarm water, 6 oz. Angel Cake Powder; beat this up real stiff. Above is equal to 1 pint egg whites. Makes excellent cakes for less money. Full directions with each package.

ANGELIQUE
None in stock.

APRICOTS (Evaporated)
50-lb boxes, per lb.....$0.35
In 25-lb. boxes, per lb..... .36
Less, per lb..... .37

BAKING POWDER (b)
Baker's Star—
5 and 10-lb. cans, per lb.....$0.17
Per case, 12 5-lb. cans..... 9.30
Per case, 12 10-lb. cans..... 13.00

BAKING POWDER—Continued
Baker's Special, per case, 12 5-lb. cans..... 6.40
Per case, 12 10-lb. cans.....12.00
Per single, 10-lb. can, per lb.....12½
Per single, 5-lb. can, per lb.....13
Zacapa, per case 60 lbs., per lb.....$0.10
Per Single, 5-lb. can, per lb..... .11
Baker's Delight, per case of 12 5-lb. cans... 8.00
Per single 5-lb. can, per lb..... .14
Knoxall, in barrels of about 350 lbs., per lb.. .08
Drums, 175 lbs., per lb..... .08½
Drums, 125 lbs., per lb..... .09

(b) Bakers should try "Star" and "Special" Powders. Either brand gives more finished goods for less money than any Powder made. It swells your cake without puffing it. You can cut down size of cake in dough 10 per cent and still get just as large a cake as with other Powders. Free sample for trial.

BOILER COMPOUND
Wyandotte Boiler Cleaner, in 280-lb. bbls., per 100 lbs.....$4.65

BORAX
5-lb. boxes, per lb.....$0.15

BREAD SUGAR—Cerelose
Price, per 100-lb. bag.....$7.86

BUTTER FLAVOR (Imitation)
Per gallon.....$6.00
Per quart..... 1.75
Per pint..... 1.00

BUTTERMILK POWDER
In 200-lb. barrels, per lb.....$0.19
In 100-lb. drums, per lb..... .20

CAKE FILLER—Marshmallow
Make your own from Noggle's Quick-Action Marshmallow Powder. See full instructions and prices under Marshmallow Paste, second column, page 19.

CAKE FLAVOR (Ka-Flav)
A big saving over mace in price, and will satisfy as to quality.
In 1-lb. cans, per lb.....$0.50
In 6-lb. cans, per lb..... .45
In 30-lb. pails, per lb..... .42

CANNED FRUIT (See Pie Fruits)

CARAMEL CREAM (Perfection)
See Candy Maker's Department page 21.

All Prices Subject to Change Without Notice.

CARAMEL COLOR
Per gal. (in 5-gal. lots).....$2.50
Per single gal..... 3.00
Per quart ..... .35

CEMENT (For Flues, Ovens, etc.)
10-lb. cans, per can 1.50

CERELOSE (Corn or Bread Sugar)
Per 100-lb. bag $7.86

CHEESE COLOR—Danish
In 1-gallon bottles only, per gal.....$3.50

CHERRIES (Evaporated)
Price, per lb.....None in Stock

CHILI BEANS (Pink)
Per lb.....$0.13
In bags, per lb..... .12

CHOCOLATE (Liquor or Bitter, for Baking)

	100-lb. Cases	10-lb. Cakes
Rex, per lb.....	**$0.35**	**$0.37**
Puritan, per lb.....	**.33**	**.35**
Nugget, per lb.....	**.32**	**.34**

CHOCOLATE (Sweet Coatings)

Invincible, per lb.....	**$0.33**	**$0.35**
Challenge, per lb.....	**.32**	**.34**
Peerless, per lb.....	.30	.32
Bitter Sweet, per lb.....	**.35**	**.37**
Milk Chocolate, per lb....	**.39**	**.40**

CHOCOLATE PASTE
Invincible, for making chocolate pies, icings, etc.

	5-lb. jars	2½-lb. jars	1¼-lb. jars
Per lb.	$0.45	$0.47	$0.50

Fla-ko, for your convenience in flavoring and coloring chocolate icings.
In 5-lb. cans, per lb.....$0.30
In 10-lb. cans, per lb..... .29

CITRON (f)

	25-lb. Drums	10-lb. Bxs.	5-lb. Bxs.
No. 2, per lb...	**$0.35**	**$0.37**	**$0.38**
No. 1, per lb...	**.36**	**.38**	**.40**
Fancy, per lb...	**...**	**.40**	**.41**
Lemon Peel	**.30**	**.31**	**.32**
Orange Peel	**.30**	**.31**	**.32**

CLEANING POWDER (g)

	350-lb. Bbls.	50-lb. Kegs	25-lb. Bags
Wyandotte, per 100 lbs....	$4.65	$5.70	$6.70
5-bbl. lots (one delivery) per 100 lbs.....			$4.52½
10-bbl. lots (one delivery) per 100 lbs.....			4.40
Bbls. of 50 5-lb. bags, per bbl.....			$14.20
Soap Chips, amber, per lb.....			**$0.23**

15 lbs. Soap Chips, 15 lbs. Wyandotte C. and C., 50 gallons water, boiled together, makes 50 gallons of soft soap.

	250-lb. Bbls	75-lb. Kegs.	
Wyandotte Building Detergent, per 100 lbs..	$6.80	$7.85	
5-bbl. lots, per 100 lbs.		....	$6.67½
10-bbl. lots, per 100 lbs.		....	6.55
Bbls. of 50 5-lb. bags, per bbl.....			20.15

Sweeping Powder (Bull Dog Brand)
Lays dust in sweeping. One handful goes as far as two of most others.
In 250-lb. drums.....$5.65

COCKROACH POWDER
Shure-Kure Roach Powder, in 1-lb. cans, per lb. $0.50
Dead Shot, in 1-lb. cans, per lb..... .50
Noggle's Perfection Roach and Insect Destroyer (Liquid).
Per gallon $7.00
Per pint 1.00
NEED MORE—A POWDER
(Kills Roaches, Ants, Flies, Mosquitos, Chicken Lice, Plant Lice, Rose Slugs, Fleas, Cabbage Worms, Boll Weevil, etc.)
Small Size, 4 oz. net, per can.....$0.25
Large Size, 1-lb. 4 oz. net, per can..... 1.00
Double-Quick—Fly and roach powder. The universal insect killer—kills 'em quick. Small size, $0.25; medium, $0.50; large.....$1.00
In 5-lb. cans, each.....$ 6.50
In 10-lb. cans, each..... 12.50
Rat-Swat—It embalms and dries them up.
Mammoth size, $3.00. Medium size, 50c,
Small size ..... .25

COCOA (Ground)

	200-lb. Bbls.	50-lb. Drums	5-lb. Cans
No. 1, per lb.....	**$0.34**	**$0.35**	**$0.40**
No. 2, per lb.....	**.30**	**.32**	**.38**
No. 3, per lb.....	**.28**	**.31**	**.38**

COCOA BUTTER AND SUBSTITUTES
See Candy Maker's Department page 21.

COCOANUT (Domestic)

	140-lb. Bbls.	50-lb. Boxes	Less
Thread, long, per lb.....	**$0.31**	**$0.33**	**$0.34**
Macaroon, fine ground, per lb..	**.31**	**.33**	**.34**
Sliced, or Chip (comes in wide strips) per lb.....	**.32**	**.34**	**.35**

COCOANUT (Ceylon Sugarless)

	120-lb. Cases	Less
Thread, long, per lb.....	**$0.35**	**$0.36**
Shred, short, per lb.....	.34	.35
Macaroon, fine ground, per lb....	.32	.33
Sliced, or Chip (comes in wide strips), per lb.....	**.36**	**.37**

COCOANUT OIL

	50-lb.	25-lb.	10-lb.	5-lb.
Konut, per lb.....$0.30		$0.31	$0.32	$0.33

COLOR—CARAMEL (Noggle's Vegetable)
Per gal. (in 5-gal. lots).....$2.50
Per single gal..... 3.00
Per quart ..... .35
Noggle's Vegetable Brown Paste—especially adapted for coloring Ice Cream.
6-lb. Jars, per lb.....$0.45
3-lb. Jars, per lb..... .48
1½-lb. Jars, per lb..... .50

COLORS (Certified Form)

GOOD, STRONG LIQUID COLORS—NOGGLE'S	Pint Bottles	Quart Bottles
Brilliant Blue, Brilliant Green, Brilliant Orange, Brilliant Red (Light Red), Brilliant Rose (Dark Red), Brilliant Yellow (Lemon Shade), Special Yellow No. 1—Golden Shade Egg Color	95c	$1.75

Any of above liquid colors in gallon lots.$6.50
Special Yellow No. 2, gallon, $4.50; quart, $1.25; pint. ..... .75

KOHNSTAMM'S CERTIFIED FORM PASTE COLORS	6-oz. Bottles	1-lb. Bottles
Brilliant Blue Paste, Brilliant Brown Paste, Brilliant Crimson Paste*, Brilliant Green Paste, Brilliant Orange Paste, Brilliant Red Paste, Light, Brilliant Violet Paste, Brilliant Yellow Paste	$1.25	$2.50

Brilliant Pink Paste, 1-lb. bottle, $2.75; 6-oz. bottle 1.50
Brilliant Rose, Liquid, dark red, 1-lb. bot., $3.50; 6-oz. bottle $1.85
***Brilliant Crimson Paste Color gives practically the same color as Cerisole Red.**
6-oz. size 1.50
1-lb. size 2.75

Burnett's Paste Colors—
Blue, Green, Orange, Pink, Dark Red, Scarlet, Yellow.
3-oz. bottle $1.00
6-oz. bottle 1.50
12-oz. bottle 3.00
We are out of the Blue, Pink and Green in 3-oz. sizes.

COLORS LIQUID (Vegetable)

	1-lb. Bottles	½-lb. Bottles
Sap Light Red.....	**$1.00**	**$0.60**
Brilliant Rose	**1.00**	**.60**
Brilliant Orange	**1.00**	**.60**
Brilliant Green	**1.00**	**.60**
Brilliant Yellow	**1.00**	**.60**
Brilliant Blue	**1.00**	**.60**

Danish Cheese Color.
In 1-gallon bottles only, per gal.....$3.50

CONDENSED MILK

Per case of six 1-gal. cans.....$7.00

CONES

See under Ice Cream Cones, Page 18.

CORN STARCH

Market on all corn products changing daily; do not expect these prices to hold good from one day to the next. They are subject to daily changes.

	140-lb. Bag	50-lb. Bag	Less
Per 100 lbs.	$6.50	$7.00	$0.07½
Per case of 40 1-lb. pkgs.	3.50		

CREAM OF MAIZE

Market on all corn products changing daily; do not expect these prices to hold good from one day to the next. They are subject to daily changes.

In 100-lb. bags, per bag	$5.33
Less quantity, per lb.	5.60

CREAM TARTAR

	6-lb. Cans	Less
U. S. P. Pure, per lb.	$0.84	$0.85
Compounds, per lb.	.55	.58

CREAM TARTAR SUBSTITUTE

	10-lb. Cans	6-lb. Cans	Less
Aero Cream	$0.28	$0.29	$0.30
Monarch Cream, in 5-lb. cans, per lb.			.35

CRYSTALIZED FRUITS AND FLOWERS

See Candy Maker's Department, Page 22.

CURRANTS (Recleaned)

	350-lb. Bxs.	50-lb. Bxs.	Less
Per lb.	$0.24	$0.25	$0.26

DANISH CHEESE COLOR

In 1-gallon bottles only, per gal.....$3.50

DATES

None in Stock.

DIASTO

	175-lb. bbls.	70-lb. drums	30-lb. box
Per lb.	$0.14	$0.14½	$0.16

DRAGEES (Silver)

Extra Small, No. 000—About 1-16" dia., per lb., $1.50; per ¼ lb. $0.40

No. 0 about ⅛ in. dia., **No. 1** about 3-16 in. dia., **No. 2** about ¼ in. dia., **No. 3** about 5-16 in. dia., and **No. 4** about ⅜ in., dia. Any size, per lb. $1.00; per ¼ lb., $0.30.

Small irregular shape, assorted, or large irregular shape, assorted per lb, $1.00; per ¼ lb. $0.30.

EGG (Powdered Whole Egg)

In 10-lb. cans, per lb.	$1.25
In 5-lb. cans, per lb.	1.28
Less, per lb.	1.30

Guaranteed to work in baking wherever whole egg is needed. 1 lb. Whole Egg takes the place of 2¼ doz. shell eggs.

EGG YOLKS (Powdered)

Guaranteed to work in baking wherever fresh Yolks are needed. 1 lb. of Egg Yolk Powder takes the place of 4 doz. shell egg yolks.

Successful formula.—Soak 1 lb. egg yolk powder in 5 lbs. (5 pints) water at least 2 hours. Then add 1 oz. baking soda and let stand 2 hours longer. Keep in cool place.

In 10-lb. cans, per lb.	$1.20
In 5-lb. cans, per lb.	1.22

EGLIKE (Compound)

Bbls. of 250 lbs., per lb.	$0.95
In 5-lb. cans, per lb.	1.00
In 1-lb. cans, per lb.	1.05

One pound Eglike equals 4½ dozen shell eggs.

EGG WHITES

Egg Albumen Crystals, per lb.....$2.50

EGG WHITE SUBSTITUTES

Noggle's Whip Top Powder, for meringues only.

	1-lb. cans	5-lb. cans	10-lb. cans	30-lb. drums
Per lb.	$1.50	$1.45	$1.42	$1.40

Noggle's Angel Cake Powder (For Angel Food Cake).

In 1-lb. cans	$1.55
In 5-lb. cans	1.50
In 10-lb. cans	1.48
In 25-lb. cans	1.45

ENAMEL (Cemcoat)

Made expressly for Bakery and Confectionery walls and wood work.

In 1-gal. cans, per gal.	2.65
In 5-gal. cans, per gal.	$2.50

Kept in white color only.

Cemcoat Sizing—A coat of sizing insures a good, smooth surface for painting and holds the paint to the wood or metal.

In 1-gal. cans, per gal.	$2.65
In 5-gal. cans, per gal.	2.50

EVAPORATED FRUITS

Apples—Choice evaporated, 50 lb. boxes per lb.	None in Stock
Less, per lb.	None in Stock
Apricots—Choice evaporated, 50 lb. boxes, per lb.	$0.35
25-lb. boxes, per lb.	.36
Less, per lb.	.37
Cherries—Evaporated	None in Stock
Imported	None in Stock
Figs—Layer, 10-lb. boxes, per lb.	.33
Peaches—Evaporated	None in Stock

Raspberries—Evaporated	210-lb. Bbl.	25-lb. Pail	Less
Dried, per lb.	No Stock at Present		

EXTRACTS AND FLAVORS (i)

(1) These goods are made to give flavor to oven goods. The excessive heat kills the flavor of some vanilla. Select one of these and let your customers advertise your cookies and cakes.

BAKERS' GRADES.

VANILLA, Vanillin, Coumarin, Compounds.

Price per gal. in	10-gal. bbls.	5-gal. kegs	Single kegs	gal.	Per qt.	Per pt.
Burbox	$8.50	$9.00	$9.50	$10.00	$2.60	$1.45
Atlock	6.50	7.00	7.50	8.00	2.10	1.20
Kaffir	5.50	6.00	6.50	7.00	1.85	1.05
Exole	5.00	5.25	5.50	6.00	1.60	.95
Reno	3.50	3.60	3.75	3.85	1.00	.60

Baker's Grade.

LEMON Flavor—Terpeneless Compound.

Price per gal. in	10-gal. bbls.	5-gal. kegs	Single kegs	gal.	Per qt.	Per pt.
Atlock	$8.00	$8.25	$8.50	$9.00	$2.35	$1.25
Kaffir	7.75	8.00	8.25	8.50	2.25	1.20
Exole	6.50	6.65	6.75	7.00	1.85	1.05
Reno (imitation)	3.50	3.60	3.75	3.85	1.00	.60

ICE CREAM AND FOUNTAIN GRADES.

VANILLA, Pure Bean absolutely.

Price per gal. in	10-gal. bbls.	5-gal. kegs	Single kegs	gal.	Per qt.	Per pt.
Superb	$12.00	$12.25	$12.50	$13.00	$3.25	$1.80
Challenge	11.00	11.50	12.00	12.50	3.15	1.75
Oprig	....	....	....	9.00	2.35	1.30
Thurrig	....	....	....	8.00	2.10	1.20

VANILLA, Vanillin and Coumarin Compounds.

Price per gal. in	10-gal. bbls.	5-gal. kegs	Single kegs	gal.	Per qt.	Per pt.
Invincible	$9.00	$9.50	$9.75	$10.00	$2.75	$1.55
Climax	8.00	8.50	8.75	9.00	2.35	1.30
Puritan	7.00	7.50	7.75	8.00	2.10	1.20
Acme	6.00	6.50	6.75	7.00	1.85	1.05

LEMON Flavors—Terpeneless. Pure.

Price per gal. in	10-gal. bbls.	5-gal. kegs	Single kegs	gal.	Per qt.	Per pt.
Superb	$12.00	$12.25	$12.50	$13.00	$3.25	$1.80
Invincible	9.00	9.50	9.75	10.00	2.75	1.55
Burbox	8.25	8.50	8.75	9.25	2.40	1.35

LEMON Flavor—Terpeneless Compound.

Price per gal. in	10-gal. bbls.	5-gal. kegs	Single kegs	gal.	Per qt.	Per pt.
Climax	$8.25	$7.50	$8.75	$9.00	$2.35	$1.30
Puritan	7.25	7.50	7.75	8.00	2.10	1.20

CONFECTIONERS' GRADES (j).

VANILLA, Vanillin and Coumarin Compounds.

Price per gal. in	10-gal. bbls.	5-gal. kegs	Single kegs	gal.	Per qt.	Per pt.
Infernas	$8.00	$8.50	$8.75	$9.00	$2.35	$1.30
Zacapa	7.00	7.50	7.75	8.00	2.10	1.20
Victa	....	....	....	7.00	1.85	1.05

LEMON Flavor—Terpeneless Compound. (k).

Price per gal in	10-gal. bbls.	5-gal. kegs	Single kegs	Gal.	Per Qt.	Per Pt.
Infernas	$10.00	$10.50	$10.75	$11.00	$2.35	$1.55
Zacapa	8.25	8.50	8.75	9.00	2.35	1.30

EXTRACTS, ASSORTED

Almond, Anise, Caramel, Capsicum, Cassia, Chocolate, Clove, Coffee, Ginger (Jamaica), Honeysuckle, Mace, Nutmeg, Orange, Peppermint, Pistache, Rose, Wintergreen, Spearmint, Hoarhound, Caraway, Cardamon, Wild Cherry, Clover and Sassafras.

	Per gal.	Per qt.	Per pt.
Superb	$12.00	$3.25	$1.80
Invincible	10.00	2.75	1.55

Ether Compound Flavors

Strawberry, Pineapple, Banana, Peach, Cherry Maple, Violet Blackberry, Raspberry, Apricot, Apple and Grape.

	Per gal.	Per qt.	Per pt.
Superb	$12.00	$3.25	$1.80
Invincible	10.00	2.75	1.55

MAPLE IMITATION FLAVOR.

	Per qt.	Per pt.	½ pt.
Perfection Brand	$3.00	$1.70	$1.00

One ounce of Perfection Maple flavors and colors 1 gallon simple syrup, making a fine imitation Maple Syrup.

	Per gal.	quart	Pint	½ pt.	4 oz.
Crescent					
Mapeline	$12.50	$3.50	$1.90	$1.10	$0.60

	Per gal.	Per qt.	Per pt.
Tutti Fruitti (1)	$8.00	$2.25	$1.20

True Fruit Extracts, Concentrated

Strawberry	per pint $1.50
Raspberry	per pint 1.50
Cherry	per pint 1.50

FIGS

Figs, Layer, 10-lb. boxes, per lb. $0.33

FIG PASTE

About 30 lbs. to kit, per kit $6.00

FLA-KO

For your convenience in flavoring and coloring chocolate icing.

In 5-lb. cans, per lb. $0.30
In 10-lb. cans, per lb. ..... .29

FLOUR

	200-lb. sacks.	Less
Whole Potato Per lb.	$0.20	$0.22

Oatmeal
Fine ground, per lb. $0.07

Kora
(Wheat flour sub.), per 100-lb. bag $6.75

Potato Flour (White)
200-lb. sacks, per lb. $0.13
Less, per lb. ..... .20

Rye Flour, Dark, Pure. 98-lb. bags $4.35
48-lb. bags 2.35

Tapioca Flour—A good thickener.

	50-lb. Bags	Less
Granulated, per lb.	$0.21	$0.22
Pulverized, per lb.	.23	.24

	100-lb. Bags	Less
Rice Flour, per 100 lbs.	$9.89	$10.85

Whole-Wheat—Purina—Checkerboard Brand.
24-lb. bags, per bag $1.70
48-lb. bags, per bag ..... None in stock
98-lb. sacks, per sack ..... None in stock
Checkerboard wrappers, 14x18, 300 to bundle. Per bundle $1.30

FLY AND INSECT POWDER (Sure Killer)

DOUBLE QUICK.
Small size, $0.25; medium, $0.50; large ... $1.00
5-lb. cans, $6.50; 10-lb. cans $12.50

NEED MORE
(Kills Roaches, Ants, Flies, Mosquitoes, Chicken Lice, Plant Lice, Rose Slugs, Fleas, Cabbage Worms, Boll Weevil, etc.)
Small Size, 4 oz. net, per can $0.25
Large Size, 1 lb. 4 oz. net, per can 1.00
Dead Shot, in 1-lb. cans, per lb. ..... .50
Shure-Kure Roach Powder, 1-lb. cans, per lb. .50
LACK-A-FLY, 8 oz. $1.75; 16 oz. 3.00
Bellows for Lack-a-Fly, each 1.00

FLY PAPER—Tanglefoot

Per case of 5 cartons (250 double sheets) $4.25
Per carton of 50 double sheets 1.00

FOUNTAIN FRUIT SPECIALTIES

See Pages 18 and 24.

GELATINES (m)

	In 100-lb. cases	Less
Japanese, per lb.	Out of Stock	
Silver Medal, in sheets, per lb.	2.00	2.05

Gold Medal—Out of stock, unable to get any.

	140-lb. bbls.	Less
Shred.		

OUT—unable to get.

	Bbls.	Less
Granulated.		
No. 1, per lb.	$1.10	$1.15
No. 2, per lb.	1.00	1.05

GLUCOSE

	650-lb. bbls.	350-lb. ½-bbls.	130-lb. Kegs	60-lb. Kegs
No. 43, per 100 lbs.	$6.50	$7.50	$8.15	$8.35

GLYCERINE (Pure White)

In 50-lb. cans; per lb., $0.55 ..... less $0.60

GUMS

Arabic (Powdered), per lb. $0.75
Shellac (White), per lb. ..... .65
Ball (for Chewing Gum Machines):
Per box of 100 ..... $0.65
In 5 and 10 box lots, per box ..... .60

HOARHOUND HERB

See Candy Maker's Department page 22.

HONEY (Strained) (Strictly pure)

10-lb. can, per lb. $0.30
60-lb. can, per lb. ..... .26

ICING PASTE FLAVORS (Colored)

Invincible Brand—All flavors: Apple, Apricot, Banana, Blackberry, Bitter Almond, Caramel, Cherry, Coffee, Ginger, Lemon, Maple, Orange, Peach, Pineapple, Pistaschio, Plum, Raspberry, Rose, Strawberry, Tutti Frutti, Vanilla, etc.

	1¼-lb. Jars	2½-lb. Jars	5-lb. Jars
Per lb.	$0.50	$0.47	$0.45

Flako—Flavor and color for chocolate icings.
10-lb. can, per lb. $0.29
5-lb. can, per lb. ..... .30

Kremoline (banana, cherry, lemon, maple and pistashie flavors only).

	2-lb. Jars	5-lb. Jars
Per lb.	$0.50	$0.45

ICE CREAM POWDER (Noggle's)

1-lb. cans $0.45
5-lb. cans, per lb. ..... .40
10-lb. cans, per lb. ..... .39
25-lb. drums, per lb. ..... .38
50-lb drums, per lb. ..... .37
100-lb. drums, per lb. ..... .36
225-lb. barrels, per lb. ..... .35

ICING PRODUCTS

Pulvo Icing—

250-lb. bbls.	170-lb. drum	100-lb. drum	50-lb. bags	30-lb. bags	Less
$11.00	$11.50	$11.60	$11.70	$11.80	$12.00

ICING AND CAKE FILLERS.

Marshmallow Paste—A little of Noggle's Marshmallow Powder, as priced below, a little sugar, a little beating. Result: A fine marshmallow cake filling. See full directions under Marshmallow Paste, second column, page 19. Also, full directions with each can of powder.

Marshmallow Powder (Noggle's).
1-lb. can $1.50
5-lb. cans 1.45
10-lb. cans 1.42
24-lb. cans 1.40

ICE CREAM CONES

PURITY—Unsweetened, 5-inch.

Box of 100	Box of 250	Box of 1200
$0.75	$1.75	$7.20

EVER-CRISP—A Sweetened Cone; "Can't Be Beat"; 5-inch.

Box of 100	Box of 250	Box of 1000
$0.85	$2.10	$7.50

SO GOOD—Unsweetened, 4½-inch.

Box of 100	Box of 1200
$0.55	$5.40

KAS-MO (A Cocoa Butter Substitute)

See Candy Makers' Department page 22.

JELLY (r)

Glucose Apple Jelly Compound.

B-B Brand Glucose Jelly, per kit.....$2.85
In 5 kit lots.....$2.80
In 10 kit lots.....$2.75

JELLY (Challenge)

Extra Glucose Sugar Apple Jelly Compound.

In 30-lb. kits, per kit.....$4.00

JELLY (Pure Sugar and Apple)

Layer Cake Filler or Marmalade (Perfection Brand)

True Fruit — Strawberry, Peach, Blackberry, Raspberry, Gooseberry, Pineapple and Apricot, in 30-lb. kits, per kit.....$5.25

Fig Paste.

In about 30-lb. kits, per kit.....$6.00

KA-FLAV (A Mace Substitute)

30-lb. pails, per lb., 42c; 6-lb. cans, 45c; 1-lb cans, 50c.

WHOLE POTATO FLOUR

	200-lb. bags	Less
Per lb.	$0.18	$0.20

KONUT

	50-lb.	25-lb.	10-lb.	5-lb.
Per lb.	$0.30	$0.31	$0.32	$0.33

KORA

Wheat Flour Substitute, per 100-lb. bag....$6.75

Lard—Use Noggle's B. D. Shortening

This is a much richer and better shortening, and can be used in baking to take the place of lard. Gives better results for less money.

Sold at prevailing market prices. Ask us for quotations.

LAYER CAKE FILLER (Marmalade Perfection Brand)

True Fruit — Strawberry, Peach, Blackberry, Raspberry, Gooseberry, Pineapple and Apricot, in 30-lb. kits, per kit.....$5.25

Marshmallow Powder

In 1-lb. cans, per lb.....$1.50
In 5-lb. cans, per lb..... 1.45
In 10-lb. cans, per lb..... 1.42
In 30-lb. cans, per lb..... 1.40

Try this powder. It makes the finest kind of layer-cake filling.

LEMON JUICE (Pure)

Use anywhere you would use fresh lemons.

3 doz. ½ points to case, per case.....$8.50
1 doz. ½ pints..... 3.00
½ pint bottle, each..... .30

LICORICE ROOT (7 inch)

See Candy Maker's Department page 22.

MAIZE (cream of)

Market on all corn products going up daily; do not expect these prices to hold good from one day to the next. They are subject to daily changes.

In 100-lb. bags, per bag.....$5.33
Less quantity, per lb..... 5.60

MALT (O. P. Liquid)

In ½ barrels (about 250 lbs.), per lb.....$0.13½
In 56-lb. cans, per lb..... .14½

MALT (Dry) (s)

	175-lb. bbls.	70-lb. drums	30-lb. box
Diasto (s). Per lb.	$0.14	$0.14½	$0.16

(s) If you want nice golden brown bread, moist and fresh, try this Diasto. This is similar to liquid malt in results. Saves 25 per cent of your sugar. Saves 25 per cent of your lard. Saves 10 per cent of your yeast.

MARSHMALLOW PASTE—(Noggle's)

How to make Marshmallow Cake Filling from Noggle's Quick Action Marshmallow Powder when quick results are wanted. Requires from 2 to 5 minutes to whip up: Dissolve 2½ ounces of Noggle's Quick Action Marshmallow Powder in 1 pint warm soft water. Whip up stiff. Fold in little at a time, 2 pounds sugar (half granulated and half powdered is best) and ¼ ounce cream of tartar. Flavor to suit with Noggle's Invincible Extract. This batch will cover about 450 square inches ¾ inch thick. While this product is ready to use as soon as made, it will keep several days if kept from the air.

Many fine recipes and full directions included with each can of powder. See prices below:

MARSHMALLOW POWDER (Noggle's)

For Icings and Layer Cake Filling—

1-lb. cans.....$1.50
5-lb. cans..... 1.45
10-lb. cans..... 1.42
30-lb. cans..... 1.40

MAZETTA (For Cream Work)

See Candy Maker's Department, page 22.

MILK (Condensed)

Per case of six 1-gal. cans.....$7.00

MILK (Powders)

(u) Real milk without the moisture. It has been difficult to make milk users appreciate that there really is such a thing—no imitation. But gradually all are learning that it does not sour. They don't have to wait for the milkman. Results just as good as with fresh milk.

MILK POWDER (M. & S.)

In barrels, per lb.....$0.28
In 50-lb. drums, per lb..... .30
In 10-lb. cans, per lb..... .32

MILK POWDER (Buttermilk)

In 200-lb. barrels, per lb.....$0.19
In 100-lb. drums, per lb..... .20

MINCEMEAT (Moist)

	450-lb. bbls.	250-lb. ½-bbls	150-lb. kegs	46-lb. kits	29-lb. kits
Invincible—Too warm to ship.					

MINCEMEAT (Condensed)

Challenge, 5-lb. bricks.....$0.19
In cases of six 5-lb. bricks..... .18
In five case lots..... .16½
M. & S., in 5-lb. bricks..... .20
In case lots of six 5-lb. bricks..... .19
In five case lots..... .17½

MOISTO (The Cold Water Icing)

Makes icing that will keep fresh and moist for days. Ask for free sample.

In 5-lb. cans, per lb.....$0.35
In 10-lb. cans, per lb..... .32

MOLASSES (New Orleans) (v)

	50-gal. bbls.	half bbls.	10-gal. kegs.	5-gal. kegs.
Sunlight, Extra Light per gal.	$0.69	$0.76	$0.83	$0.85
Extra Choice. (Light). per gal.	.65	.72	.80	.84
Invincible (Medium), per gal.	.54	.60	.65	.70
Onola (Dark), per gal..	.48	.52	.63	.65
Berkley (Dark), per gal.	.44	.50	.58	.62
Berkley, in 15-gal kegs, per gal.				.54

MUSTARD

In gallon jugs, per gal.....$0.85

NOUGAT CREAM

See Candy Maker's Department page 22.

NUCOA BUTTER

See Candy Maker's Department page 22.

NUTS (Shelled)

	Price per lb Cases	Less
Almonds—Selects (28-lb. cases)	$0.63	$0.65
Almonds—Valencias (28-lb. cases)	.55	.57
Almonds—Jordans (28-lb. cases)	.58	.60
Black Walnuts (28-lb. cases)		Out of
Brazils—Pieces (28-lb. cases)		Out of
Cachew (28 cases)		Out of
Filberts (50-lb. bags)	.50	.52
Pecan (Halves) 28-lb. cases	1.28	1.30
Pecan (Pieces) 28-lb. cases	1.23	1.25
English Walnuts (½s) 55-lb. c	.92	.95
English Walnuts (pcs) 55-lb. c	.90	.93
Pignolias (28-lb. cases)	.48	.50
Pistachios (28-lb. cases)		none

	5-bag lots	125-lb. bags.	less
Peanuts, No. 1 Spanish	$0.15	$0.15½	$0.16½

OATMEAL (Fine Ground)

Per lb. $0.07

OILS ESSENTIAL

Almond, per lb	$14.00
Anise, per lb	3.01
Cassia, per lb	3.00
Clove, per lb	2.00
Lemon (H. P. Imported), per lb	3.00
Lemon (Imitation Oil of), per gal	5.00
Lemon (Imitation Oil of), per qt	1.50
Lemon Oil Emulsion, per gal	6.00
Lemon Oil Emulsion, per qt	1.75
Lime, per lb	5.00
Mace, per lb	1.90
Nutmeg, per lb	1.80
Orange (Sweet), per lb	5.50
Orange Oil Emulsion, per gal	6.00
Orange Oil Emulsion, per qt	1.75
Peppermint, per lb	10.50
Spearmint, per lb	6.00
Sassafras	2.00
Wintergreen (Oil of Betula), per lb	4.25

OIL (Cottonseed). Write for prices.

OIL (Slab)

See Candy Maker's Department, Page 23.

OVEN CEMENT (For Flues, etc.)

In 10-lb. cans, per can $1.50

PAINT (Cemcoat Enamel)

Made expressly for Bakery and Confectionery walls and wood work.

In 5-gal. cans, per gal. $2.50
In 1-gal. cans, per gal. 2.65

Kept in white color only.

Cemcoat sizing—A coat of sizing insures a good, smooth surface for painting and holds the paint to the wood or metal.

In 1-gal. cans, per gal. $2.65
In 5-gal cans, per gal. 2.50

PARAFFINE

Per lb. $0.20

PARAFFINE SUBSTITUTE

	100-lb. cases	10-lb. cake
Parasub, per lb	$0.32	$0.34

PEANUT BUTTER

	10-lb. cans	25-lb. cans	50-lb. cans
Price, per lb	$0.27	$0.25	$0.23

PEELS

	25-lb. boxes	10-lb. boxes	Less
Lemon	$0.30	$0.31	$0.32
Orange	.30	.31	.32
Citron.			
No. 2, per lb	.35	.37	.38
No. 1, per lb	.36	.38	.40
Fancy, per lb	...	.40	.41

PIE FILLING POWDERS

	30-lb. Pails	14-lb. Pails	Less
Lemon, per lb	$0.18	$0.19	$0.20
Orange, per lb	.18	.19	.20
Chocloate, per lb	.18	.19	.20
Cream, per lb	.18	.19	.20
Strawberry Cream, per lb.	.18	.19	.20
Pineapple Cream, per lb.	.18	.19	.20
Cherry Cream, per lb	.18	.19	.20
Custard, per lb	.28	.30	.32

(w) Water, only, added to these pie filling powders; then slightly cooked. Directions with each package. Samples free.

PIE FRUITS (Solid Pack Cans)

	Case Lots
Apples—	
New York—No. 10, case of 12 cans	$6.60
5 case lots	6.50
Arkansas—No. 10, per doz	5.35
5-doz. lots, per doz	5.25
Apricots—No. 10, 12 to case	
5 case lots	8.50
1 case lots	8.60
Blackberry—12 cans to the case	Out of
Cherries—Fancy No. 10, case of 12	Out of
Gooseberries—No. 10, 12 to case	8.60
Logan Berries—Out of stock.	
Peaches (pld.)—No. 10 Cal., 12 to c.	9.60
5 case lots	9.50
Pineapples—Grated, per doz	11.00
Pumpkin—No. 10s, per doz	4.00
Pumpkin—No. 3, per case 2 doz	3.50
Rhubarb—No. 10, 12 to case, per case	Out of

PIE FRUITS (Evaporated)

Apples—Choice evaporated.
50-lb. boxes, per lb. 13c; less . . . . . None

Apricots—Choice evaporated.

50-lb. boxes, per box	$0.35
25-lb. boxes, per lb	.36
Less, per lb	.37

Cherries—Evaporated.

	150-lb.	50-lb.	Less
Imported			Out of stock
Peaches—Evaporated, 25-lb. boxes, per lb			None
Raspberries.	210-lb. bbl.	25-lb. pail	Less
Choice Evap., per lb.—No stock at present.			

PIE PLATES (Paprus)

500 in bundle	5 in.	6 in.	7 in.	8 in.	9 in.
Per 1,000	$1.95	$2.10	$2.45	$2.70	$3.00

10c per 1,000, less in 10,000 lots.

PIE TOP POWDER

For tops of soft pies and merangues.

	1-lb. can	5-lb. can	10-lb. can	30-lb. drum
Per lb	$1.50	$1.45	$1.42	$1.40

PINK BEANS (For Chili)

Per lb. $0.13
In bags, per lb. 12

POTATO FLOUR

	200-lb. sacks	Less
White, per lb	$0.16	$0.18
Whole, per lb	.18	.20

POP CORN

Snow Pop, per lb $0.12½ $0.14

RAISINS (xx)

	50-lb. cases	Less per lb.
Bleached.	None in stock	
Seedless Sultanas (small, grow without seeds)	$0.18	$0.19
5-case lots, 250 lbs., per lb	.17½	....
Seeded Raisins (large raisins with seeds removed) in 25-lb. boxes, per lb	.14	.16
In 10-case lots, per lb	.13½	....

RASPBERRIES

	210-lb. bbls.	25-lb. pails	Less
Evaporated, per lb	No stock at present.		

RAT-SWAT

It embalms and dries 'em up.

Small size	$0.25
Medium size	.50
Mammoth size	1.00

RICE FLOUR

	100-lb. Bags	Less
Rice Flour, per 100 lbs	$9.89	$10.35

All Prices Subject to Change Without Notice.

ROACH EXTERMINATORS

Dead Shot, etc. Same as under Cockroach Powder, which see on page 16.

SALT (Liberty Brand)

Single barrels of 280 lbs.	$3.85
5-barrel lots, per barrel	3.75
10-barrel lots, per barrel	3.65
25-barrel lots, per barrel	3.60

Sold in barrels only. Price F. O. B. Kansas City. Ask for special price on car lots (about 150 barrels).

SALT (Rock)

In 10-bag lots, per bag	$1.60
In 200-lb. bags, per bag, each	1.80

SEEDS

	125-lb. bags.	Less
Anise Seed—Out of stock. Unable to get.		
Caraway seed	..	$0.95
Caraway seed, ground	..	.98
Blue Poppy	.75	.78
Coriander seed, ground	.08	.10
Cardamen seed, ground	..	1.75
Black Mustard	.20	.21
Yellow Mustard	.30	.35

SHORTENING—Use Noggle's B. D. Brand.

This is a high quality vegetable shortening of uniform grade, and can be used in baking wherever mix calls for butter, lard or any compound. Gives the same results at less cost.

Sold at prevailing market prices. Ask us for quotations.

SOAP CHIPS (see page 16)

SODA (Bi-Carbonate)

	400-lb. bbls.	112-lb. kegs	Less
Per lb.	$0.05½	$0.06	$0.07

SPICES (Ground) (y)

	bbls.	drums	10-lb. cans	6-lb. cans	Less
Cinnamon					
Invincible brand, pure	$0.35	$0.36	$0.37	$0.38	$0.40
Challenge brand, pure	.31	.32	.33	.34	.36
Ginger					
Invincible brand, pure	.25	.26	.27	.28	.30
Ka-Flav—A Mace substitute. 30-lb. pails, per lb., 42c.; 6-lb. cans, 45c; 1-lb. cans, 50c.					
Mace					
Invincible brand, pure	.80	.82	.85	.90	.92
Nutmeg					
Invincible brand, pure	.55	.60	.65	.66	.68
Allspice					
Invincible brand, pure	.19	.20	.21	.22	.24
Cloves					
Invincible brand, pure	.45	.46	.47	.48	.50
Pepper	..	..	..	..	..
Invincible brand.					
Black, pure	.46	.47	.48	.49	.50
White, pure	.49	.50	.51	.52	.54
Cayenne	.45	.46	.47	.48	.50
Mustard, pure	.32	.33	.34	.36	.38
Sage, Rubbed, pure	.26	.27	.28	.30	.32
Coriander, pure	.15	.16	.17	.18	.20

SUGAR (BREAD)—Cerelose

Price, per 100-lb. bag $7.86

SWEEPING COMPOUND (B.-D. Brand)

Lays dust in sweeping. One handful goes as far as two of most others.

In 250-lb drums $5.65

TAPIOCA FLOUR

	50-lb. drums	Less
Pulverized, per lb.	$0.23	$0.24
Granulated, per lb.	.21	.22

VANILLA (see Extracts)

WAFER (or Rice Paper)

100 sheets (about 2-lbs. to package per package ..... **none in stock**

WHIP TOP POWDER

For tops of soft pies and merangues.

	1-lb. can	5-lb. can	10-lb. can	30-lb. drum
Per lb.	$1.50	$1.45	$1.42	$1.40

WYANDOTTE SANITARY CLEANER AND CLEANSER

	280-lb. bbls.	30-lb. kegs	25-lb
Wyandotte, per 100 lbs.	$4.65	$5.70	$6.7
5-bbl. lots (one delivery) per 100 lbs.			$4.52½
10-bbl. lots (one delivery) per 100 lbs.			4.40
Bbls. of 50 5-lb. bags, per bbl.			$14.2

	250-lb. bbls.	75-lb. kegs.	
Wyandotte Building Detergent, per 100 lbs.	$6.80	$7.85	
5-bbl. lots, per 100 lbs.	....	....	$6.67½
10-bbl. lots, per 100 lbs.	....	....	6.55
Bbls. of 50 5-lb. bags, per bbl.			20.1

Candy Makers' Department

ACIDS

See Baker's Department page 15.

ALBUMEN CRYSTALS

	100 lb. cases	Les
Russian, per lb.	$2.40	$2.5

ANGELIQUE

See Baker's Department page 15.

BALL CHEWING GUM

For use in Gum Machines.

Per box of 100	$0.9
In 5 and 10 box lots, per box	.9

CARAMEL CREAM (Laurel)

About 50-lb. kegs, per lb. $0.3

CHILI BEANS (Pink)

See Baker's Department page 16.

CHOCOLATE (Bitter, Sweet and Milk)

See Baker's Department page 16.

COCOA BUTTER

Per lb. $0

COCOA BUTTER SUBSTITUTE

	56-lb. Cases	Le
Kasmo, per lb.	$0.32	$0.
In-Re-Co., per lb.	.33	.
Kokoreka, per lb.	.33	.
High-Melt (melts at 140 deg.	.45	.
Nucoa Butter, per lb.	.33	.

COCOANUT OIL

	50-lb.	25-lb.	10-lb.	5-l
Konut, per lb.	$0.30	$0.31	$0.32	$0.

COCOANUT (Domestic)

	Bbls.	140-lb. Drums	50-lb. La
Thread, long, per lb.	$0.31	$0.33	$0.
Macaroon, fine ground, per lb.	.31	.33	.
Sliced, or Chip (comes in wide strips), per lb.	.32	.34	.

COCOANUT (Ceylon Sugarless)

	130-lb. Cases	Le
Thread, long, per lb.	$0.35	$0.
Shred, short, per lb.	.34	.
Macaroon, fine ground, per lb.	.32	.
Sliced, or Chip (comes in wide strips), per lb.	.36	.

COLORS (Liquid and Paste)

See Baker's Department page 16.

CONDENSED MILK

See Pages 17 and 22.

CONES—ICE CREAM

PURITY—Unsweetened, 5-inch		
Box of 100	Box of 250	Box of 1200
$0.75	$1.75	$7.20
EVER-CRISP—A Sweetened Cone; "Can't Beat"; 5-inch.		
Box of 100	Box of 250	Box of 1000
$0.85	$2.10	$7.50
SO GOOD—Unsweetened, 4½-inch.		
Box of 100		Box of 1200
$0.55		$5.40

CREAM TARTAR

	6-lb. Cans	L
U. S. P. Pure, per lb.	$0.34	$0

All Prices Subject to Change Without Notice.

CRYSTALLIZED FRUITS

Cherries (pieces) in 30-lb. pails, per lb. ...$0.50
Less, per lb. ..... .55
Imported (whole) 8¼ lb. boxes, per lb.... .75
In 5-lb. boxes, per lb..... .77
Pineapple Cores, in 25-lb. boxes, per lb.... .50
Less, per lb..... .55
Pineapple Slices, in 5-lb. boxes only. per lb. ..... .70
Pineapple Fingers, in 6-lb. boxes only. Per lb. ..... .65
Assorted Fruit, in 5-lb. boxes. Per lb. ..... .75
In 1-lb. fancy boxes, per lb..... 1.00
Ginger, 1-lb. cans, per can..... .75
In 5-lb. lots, per lb..... .73

CRYSTALLIZED FLOWERS

Mint Leaves, per lb......$1.50
Rosebuds, white, per lb..... 1.30
Rosebuds, pink, per lb..... 1.30
Rose Leaves, pink, per lb..... 1.30
Rose Leaves, white, per lb..... 1.30
Violets, per lb..... 1.65

DATES

None in Stock.

EXTRACTS AND FLAVORS

The candy kettle will not burn out the flavor. Select one of these and let your customers advertise your candies.

CONFECTIONERS' GRADES (j).

VANILLA, Vanillin and Coumarin Compounds.

Price per gal. in	10-gal bbls.	5-gal. kegs	Single kegs	gal.	Per qt.	Per pt.
Infernas	$8.00	$8.50	$8.75	$9.00	$2.35	$1.30
Zacapa	7.00	7.50	7.75	8.00	2.10	1.20
Victa	...	...	...	...	7.00	1.85	1.05

Lemon Flavor—Terpeneless Compound (k).

Price per gal. in	10-gal bbls.	5-gal. kegs	Single kegs	gal.	Per qt.	Per pt.
Infernas	$10.00	$10.50	$10.75	$11.00	$2.85	$1.55
Zacapa	8.25	8.50	8.75	9.00	2.35	1.30

EXTRACTS, ASSORTED

Almond, Anise, Caramel, Capsicum, Cassia, Chocolate, Clove, Coffee, Ginger (Jamaica), Honeysuckle, Mace, Nutmeg, Orange, Peppermint, Pistache, Rose, Wintergreen, Spearmint, Hoarhound, Caraway, Cardamon, Wild Cherry, Clover and Sassafras.

	Per gal.	Per qt.	Per pt.
Superb	$12.00	$3.25	$1.70
Invincible	10.00	2.75	1.55

Ether Compound Flavors

Strawberry, Pineapple, Banana, Peach, Cherry, Maple, Violet, Blackberry, Raspberry, Apricot, Apple and Grape.

	Per gal.	Per qt.	Per pt
Superb	$12.00	$3.25	$1.80
Invincible	10.00	2.75	1.55
Tutti Fruitti	7.00	2.00	1.15

True Fruit Extracts, Concentrated

Strawberry	per pint	$1.50
Raspberry	per pint	1.50
Cherry	per pint	1.50

FIGS

Figs, Cooking, 50-lb boxes, per lb.....None
Layer Figs, 10-lb. boxes, per lb.....$0.33

FLY PAPER—Tanglefoot

Per case of 5 cartons (250 double sheets)..$4.25
Per carton of 50 double sheets..... 1.00

FOUNTAIN FRUIT SPECIALTIES

See Pages 23 and 24.

GELATINES (m)

	In 100-lb. cases	Less
Japanese, per lb.....	None in stock	
Silver Medal, in sheets, per lb..	$2.00	$2.05

Gold Medal—Out of stock, unable to get any.

Shred.
OUT—Unable to get.

Granulated.	Bbls.	Less
No. 1, per lb.....	$1.10	$1.15
No. 2, per lb.....	1.00	1.05

GLUCOSE

	650 lb. bbls.	350 lb. ½-bbls.	120 lb. Kegs	60 lb. Kegs
No. 43, per 100 lbs.....	$6.50	$7.50	$8.15	$8.35

GLYCERINE (Pure White)

In 50-lb. cans, per lb., $0.55.....less $0.60

GUMS

Arabic (Powdered), per lb. $0.75
Shellac (White), per lb. ..... .65
Tragacanth (Turkish), per lb. 1.50
Ball for chewing gum machine, per box of 100 ..... .65
In 5 and 10 box lots, per box..... .60

HIGH-MELT (Melts at 140 deg. F.)

A cocoa butter substitute, for use in candy making—everything except chocolates. Use 1 oz. to 5-lb. batch. Extra fine for chewing candies.
56-lb. case, per lb.....$0.45
Less, per lb..... .47

HOARHOUND HERB

Per lb. $0.55

ICE CREAM CONES

See under Cones.

KAS-MO (A Cocoa Butter Substitute)

Get next to Kas-Mo—the best substitute for Cocoa Butter on the market.

	56-lb. Cases	Less
Per lb.....	$0.32	$0.34

KOKOREKA

	56-lb. Cases	Less
Per lb.....	$0.33	$0.35

KONUT

	50-lb.	25-lb.	10-lb.	5-lb.
Per lb.....	$0.30	$0.31	$0.32	$0.33

LICORICE ROOT (7 inch)

Per lb. $0.60

MAZETTA CREAM (for Cream Work)

	420-lb. Bbls.	200-lb. ½-Bbls.	100-lb. Kegs	50-lb. Kits
Per lb....	$0.12¾	$0.13¼	$0.15	$0.16

*We do not carry in stock, Bbls. or ½-Bbls. of Mazetta Cream. Price quoted on these is F. O. B. Chicago.

MILK (Condensed)

Per case of six 1-gal. cans.....$7.00

NOUGAT CREAM (for Making Nougat)

	200-lb. Bbls.	110-lb. ½-Bbls.	50-lb. Kegs
Per lb.....	$0.21	$0.23	$0.23½

We don't carry barrels in stock. Price quoted is F.O.B. factory.

NUCOA BUTTER

A good Cocoa Butter substitute.

	56-lb. Cases	Less
Per lb.....	$0.33	$0.35

NUTS (Shelled)

See under Baker's Department, page 20.

OIL (Essential)

See under Baker's Department, Page 20.

OIL (Cocoanut)

Used for cooking nuts, baking, etc.——a pure cocoanut oil.

	50-lb.	25-lb.	10-lb.	5-lb.
Per lb.....	$0.30	$0.31	$0.32	$0.33

OIL (Slab)

Per gal. $3.00

PAINT (Cemcoat Enamel)

Made expressly for Bakery and Confectionery walls and woodwork.
In 1-gal. cans, per gal..... 2.65
In 5-gal. cans, per gal.....$2.50
Kept in white color only.
Cemcoat sizing—A coat of sizing insures a good, smooth surface for painting and holds the paint to the wood or metal.
In 1-gal. cans, per gal.....$2.65
In 5-gal. cans, per gal..... 2.50

PARAFFINE

Per lb. $0.20

PARAFFINE SUBSTITUTE

	100-lb. Cases	10-lb. Cake
Parasub, per lb.....	$0.32	$0.34

All Prices Subject to Change Without Notice.

POP CORN

	Bags	Loose
Snow Pop, per lb	$0.12½	$0.13½

SLAB OIL (for use on Candy Slabs)

Per gallon $3.00

SODA (Bi-Carbonate)

See Baker's Department, page 11.

STARCH

See Corn Starch under Baker's Dept., page 17.

VANILLA

See Extracts.

WAFER (or Rice Paper)

100 sheets (about 2-lbs. to package) per package ..... None in stock.

FOUNTAIN SUPPLIES

ACIDS (Fountain)

	No. 1	No. 2
Phosphate, per gal	$2.00	$1.00
Phosphate, per quart	.55	.30
Fruit, per gal	3.00	2.00
Fruit, per quart	.80	.55

ALLEN'S RED TAME CHERRY

Per gallon	$3.00
In 4 1-gal. jug lots, per gal	2.90
In 10 1-gal. jug lots, per gal	2.80

APPLJU ("Drink an Apple")

Size of Bottle	Weight Per Case	Bottles Per Case	Price Per Case
6 oz.	57 lbs.	4 doz.	$5.97
14½ oz.	55 lbs.	3 doz.	5.70

Federal tax paid by manufacturers.

BEVO—The New Drink

2 dozen to the case, per case $2.50

90c allowance for full case of empties returned, freight prepaid to Kansas City.

Missouri state tax and government Federal tax paid.

BROMO-SELZER

½-lb. bottles, per bottle $1.10

BUTTER SCOTCH SUNDAE DRESSING

Mallo-Scotch, in ½-gal. cans, per can $1.65

CARBONATED WATER

Case 50 Qts.	Carbonated Water	$6.00
Case 100 Pts.	Carbonated Water	3.50
Case 100 Qts.	Carbonated Water	7.00

Allowance for bottles in their cases, if freight prepaid to K. C.:

Qts., each	$0.02
Pts., each	.01½
Splits, each	.01

CHOCOLATE (Liquid Cocoa)

In ½ gal. jars, 6 to case, per doz. $18.00

CHOCOLATE PASTE

	5-lb. jars.	2½-lb. jars.
Per lb	$0.45	$0.50

CIDER FLAVORS—Imitation

	Per gal.	Per qt.
Orange	$5.00	$1.50
Blackberry	6.00	1.75

COCOANUT—Toasted.

Better than ground nuts for Sundae topping.

In 53-oz. can, per can $1.35

COCA-COLA

	1-gal. jugs.	5-gal. kegs.	10-gal. kegs.	40-gal. bbls.
Per gal.	$2.00	$1.85	$1.75	$1.50

COCOA-MIL-KOKE—For Hot Chocolate

In 5-lb. cans, per lb $0.40

In 10-lb. cans, per lb ..... .38

Ready to use; add hot water, top with marshmallow, and serve.

FOAM PREPARATION (Soda Foam)

	Per gal.	Per qt.
No. 1	$3.00	$0.80
No. 2	1.50	.40

FRUITS (Crushed and Whole)

(For Fountain Use) In ½ gal. jars, 6 to the case.	C. F. J. Co.'s Per doz.	Frutana Naboth or S. W. N. Per doz.
Butterscotch Sundae	$22.00	$21.00
Caramel Nut	31.00	$30.00
Cherries, crushed	34.00	28.00
" W. & B.	None	28.00
" W. & B. gal. crocks	None	50.00
" W. & B. gal. crocks	None	4.50
" ruby, shredded	35.00	30.00
" whole, select ruby	36.00	36.00
" whole, white	37.00	37.00
" green Creme de Menthe	37.00	37.00
Chop Suey	18.00	20.00
Cocoa Syrup, Dark	18.00	18.00
Figs, shredded	24.00	24.00
Peaches, crushed	24.00	20.00
Peaches, sliced	30.00	30.00
Pineapple, crushed	35.00	24.00
" cubes	36.00	None
" ruby crushed	36.00	30.00
Raspberry, black, whole	36.00	30.00
" red, crushed	36.00	30.00
Strawberry	45.00	36.00

FRUIT SYRUPS

(Concentrated, 1 gal. jugs only)	C. F. J. Co.'s Per gal.	Frutana Naboth or S. W. N. Per gal.
Banana	$3.00	$2.75
Blackberry	3.00	2.75
Cherry	3.50	3.00
Claret	3.00	2.75
Cocoa	None	2.50
Coffee	3.00	2.75
Cream of Mint	3.00	2.75
Grape	3.00	2.75
Lime Freeze	3.00	2.75
Messina Lemon	3.25	3.00
Mint, Freeze	3.00	2.75
Nectar	3.00	2.75
Orange	3.25	2.75
Peach	3.00	2.75
Pineapple	3.50	3.00
Raspberry	3.50	3.00
Red Raspberry	3.50	3.00
Red Orange	3.25	3.00
Strawberry	3.50	3.50
Vanilla	3.00	2.75

FOUNTAIN SYRUPS (Concentrated)

	Gal. jugs only
Banana, per gal	$2.75
Blackberry, per gal	2.75
Cherry, per gal	3.00
Chocolate, per gal	2.50
Cocoa	2.50
Coffee, per gal	2.75
Faust Gingerale, per gal	2.75
Ginger, per gal	2.75
Grape, per gal	2.75
Lemon, per gal	2.75
Maple, per gal	2.75
Nectar, per gal	2.75
Orange, per gal	2.75
Peach, per gal	2.75
Pineapple, per gal	2.75
Raspberry, per gal	3.00
Sarsaparilla, per gal	2.75
Sherbet, per gal	3.00
Strawberry, per gal	2.75
Vanilla, per gal	2.75

PREPARED Fountain Syrups—Ready to Serve.

Per gal. ... $2.10 ½-gal. ... $1.25 Qt. ... $0.75

GINGERALE SYRUP (Waukesha)

(Concentrated Syrup—make genuine Waukesha Gingerale. Better than bottled goods.)

Used at Fountain with carbonated water, 1 oz. to 8 oz. glass; cheaper than bottle gingerale, and better.

In quart serving bottles, each	$0.75
Per gallon (in four 1-quart bottles)	3.00

All Prices Subject to Change Without Notice.

GINGERALE

	Genuine Waukesha	Eads
1 case of 50 24-oz. (quarts)	$ 8.80	$7.70
1 case of 100 12-oz. (pints)	11.00	9.90
1 case of 100 6-oz. (½ pints)	9.90	8.80

Federal tax paid by manufacturers.

GRAPE JUICE

	Welch Per Case
4-oz.—6 doz. to case	$7.70
Pts.—2 doz. to case	7.15
Qts.—1 doz. to case	6.90

Federal tax paid by manufacturers.

HOT SODA GOODS

BOUILLON

Chicken, in pint bottles, per doz.	$ 5.00
Oyster, in pint bottles, per doz.	3.50
Fluid Beef, in pint bottles, per doz.	15.00
Beef and Tomato, quarts, per doz.	9.00
Beef Tea Extract, pints, doz.	12.00
Beef Tea Extract, ½-gallon, gal.	6.75
Beef Tea Extract, gallons, gal.	6.50
Chicken Bouillon, pints, per doz., C. F. J.	6.50
Clam Bouillon, 10 oz. cans, per doz.	4.00
Coffee Extract, pints, doz.	18.00
Ginger, pints, doz.	18.00
"Hot Stuff," quarts, per doz.	9.00

LIME JUICE—Pure

Per doz. so-called quarts (23-oz.) $10.00
Per each so-called quarts (23-oz.) 1.00

One 23-oz. bottle is equal to 125 limes.

This lime juice is pressed from ripe fruit on the plantation where grown, making it of better flavor and more economic than using limes.

MALLOW—MARSHMALLOW-CREME

1-gallon cans.

Vanilla Flavor, per can $1.30
Caramel Flavor, per can 1.30
Maple Flavor, per can 1.30

MALTED MILK—Milkose

In 10-lb. cans, per lb $0.35
In 25-lb. cans, per lb ..... .32
In 100-lb. lots—4 25-lb. cans, per lb ..... .30

MALTED MILK (Borden's Eagle Brand)

25-lb. cans, per lb $0.35
10-lb. cans, per lb ..... .38
5-lb. cans, hospital size, per can 2.90
Large sizes, 1-lb. net, per can 1.10
100-lb. lots (4 25-lb. cans) sent prepaid on drop shipments, except to jobbing points.

MALLO SCOTCH SUNDAE

For Butter Scotch Sundaes.

In ½-gal. cans, per can $1.65

MIL-KOKE—For Hot Chocolate

In 5-lb. cans, per lb $0.40
In 10-lb. cans, per lb ..... .38

A milk cocoa—ready to serve. Just add hot water and top with marshmallow.

MILKOSE (A Malted Milk)

In 10-lb. cans, per lb $0.35
In 25-lb. cans, per lb ..... .32
In 100-lb. lots—4 25-lb. cans, per lb ..... .30

MISCELLANEOUS FOUNTAIN SPECIALTIES

Mustard, in gal. jugs, per gal $0.85

NUTS (Ground, Assortment)

Per lb. $0.50

NUTS—(Suga-Nuts)

Put up in individual sanitary packages, just enough for one serving. Will not become rancid or wormy. 250 pkgs. in box, per box .. $2.40

Dunham's Sundae Cocoanut.

In 53 oz. cans, per can $1.35

Don't overlook this—it beats regular ground nuts.

NUT PREPARATIONS

	½-gal.
Invincible Caramel Nut, doz.	$30.00
Invincible Chocolate Nut, per doz.	30.00
Invincible Maple Nut, per doz.	30.00
Special Sundae, any flavor	18.00
Mix-Nut Sundae, per doz.	30.00

ORANGEADE (Noggle's)

Gal. jugs only.

Orangeade, Concentrated Syrup, Noggle's ... $2.10
6 gal. to case, per gal 2.00
12 gals. (two cases) per gal 1.95

1 gallon concentrated syrup makes 8 gallons Orangeade; ready to drink—nothing to add but water.

ORANGE JULEP (Howell's)

A concentrated syrup—gallon jugs only.
Single gallon $2.10
6 gal. to case, per gal 2.00

Freight prepaid on orders of 12 gallons or more.

ORANG-TANG PASTE—Noggle's New Drink

Put up in convenient paste form. One pound makes 35 gallons or 560 8 oz. (5c) glasses.

1¼-lb. jars, per jar ..... $ 4.75
2½-lb. jars, per jar 8.00
5 -lb. jars, per jar 14.00

PEACOCK

An established fountain drink in the East.

In 1-gal. jugs, per gal $1.75
In 1-gal. jugs, 4 to case, per gal 1.70
In 10-gal. kegs, per gal 1.65

PHEZ

Concentrated Loganberry Juice.

Size of Bottle	Weight per Case	Bottles per Case	Price per Case
2 oz.	31 lbs.	6 doz.	$8.25
4 oz.	27 lbs.	3 doz.	4.70
8 oz.	44 lbs.	3 doz.	8.95
12 oz.	40 lbs.	2 doz.	8.68
24 oz.	40 lbs.	1 doz.	8.14
64 oz.	70 lbs.	9 doz.	13.29

2½ per cent discount on 5 cases, one delivery.
5 per cent discount on 10 cases, one delivery.
Federal tax paid by manufacturers.

PHOSPHATES

(In gallon jugs only.)

Ruby Claret, per gal $3.50
Morella Cherry, per gal 3.50
Wild Cherry, per gal 3.50
Mint, per gal 3.50
Grape, per gal 3.50
Champagne, per gal 3.50

ROOT BEER

Hires Fountain Syrup—Genuine.

	Per gal.
1 gal. Hires Syrup	$2.35
5 gal. Hires Syrup	2.25
10 gal. Hires Syrup	2.15
35 and 50 gal. Hires Syrup	2.00

Freight allowed on 35 and 50 gallon orders, all one shipment, but in no case to exceed 10 cents per gallon.

Discounts for Purchases Within the Year 1919.

On 100 or more gallons ..... 5c per gal.
On 200 or more gallons ..... 6c per gal.
On 300 or more gallons ..... 7c per gal.
On 400 or more gallons ..... 8c per gal.
On 500 or more gallons ..... 10c per gal.

Payable after December 31, 1919, provided all bills have been paid within 30 days.

SODA STRAWS (Seamless)

Per single 1,000 ..... $0.75
In 5,000 lots, per 1,000 ..... .70
In 10,000 lots, per 1,000 ..... .65
In 25,000 lots, per 1,000 ..... .60
Case of 50,000, each 29.00

SUGA-NUTS

250 pkgs. in box, per box $2.40

SYRUP—SIMPLE (Sugar)

None in Stock.

TOMATO NECTAR—The Best Hot Drink

Packed only in quart bottles, 12 to case, per case $9.00
Single quarts ..... .85

See Page 26 for Classified Want Ads.

Keep your on this page FOR BIG BARGAINS

BAG HOLDERS.

No. 1 Wire Bag Holders, holds 4 size bags, each. $0.50

No. 2 Wire Bag Holders, holds 6 size bags, each. 1.00

STEEL WAGON BOXES.

Wood slats and frame made almost like a trunk. While they last.

½-bu. size, 20x10x12 in. deep, each..... $1.50
1½-bu. size, 20x16x8 in. deep, each..... 2.00
2-bu. size, 20x16x11 in. deep, each..... 2.25

ICE CREAM DISHERS.

33	8 to qt. No. 184 Tin Wood Handle I. C. dishers, each.....	.35	.15
31	10 to qt. No. 184 Tin Wood Handle I. C. dishers, each.....	.35	.15
18	12 to qt. No. 184 Tin Wood Handle I. C. dishers, each.....	.35	.15
31	16 to qt. No. 184 Tin Wood Handle I. C. dishers, each.....	.35	.15
25	20 to qt. No. 184 Tin Wood Handle I. C. dishers, each.....	.35	.15
6	14-to-qt. Cone-Shaped Bowl Ice Cream Dishers, aluminum.....	1.75	1.35
1	14-to-qt. Round-Shaped Bowl Ice Cream Dishers, aluminum.....	1.75	1.35
17	8 to qt. Cone Shape, All Metal Ice Cream Dishers (New).....	1.50	1.25

Ask for prices and designs in Imported Candy Boxes, they come in trunks, pianos, autos, market basket, etc. designs, very tasty.

ICE CREAM MAKERS' GOODS.

1	Only, 25-qt. 2nd hand Freezer Can for White Mtn. Freezer.....	5.00	2.50
4	Only, 20-qt. size, Galv Brick Tanks, 8½x8½x22. 2nd hand, each.	2.80	1.50
2	Only, 11¼x12¼x22½ High Galv. Rack for Brick Tank. 2nd hand..	5.00	2.00
2	Only, 10x14x19 High Galv. Brick Tanks, 2nd hand, each.....	3.00	1.25
1	Only, 10½x10½x19 in. high, Galvanized Brick Tank, second-hand.		1.50
2	Only, 7¼x8¼x11½ High Galv. Brick Tanks, 2nd hand, each.....	2.00	.75
3	Only, Round Malleable Iron, Tinned Wood Handle I. C. spoons, 11 in. long, 2nd hand, each.....	1.00	.40
1	Only, Square End Wood Handle I. C. spoons, 12 in. long, 2nd hand, each.	1.00	.40
1	Only, 4 Teeth, 30 in. long Ice Chisel, 2nd hand, each.....	1.40	.60

ICE CREAM TOOLS.

		Original Price Doz.	Sale Price Doz.
10	2-pint Heavy Tin Double Lid I. C. Brick Moulds, wired at center...	$0.40	$0.20
5	4-pint Heavy Tin Double Lid I. C. Moulds, wired at center (smoked slightly on outside).....	.50	.25
6	Milk or Cream Strainers, 10½x6x 3¾ (smoked slightly).....	...	.25
2	Milk or Cream Strainers, 13½x5½x		
1	Milk or Cream Strainer, 13½x5½x		
2	Milk or Cream Strainers, 11¼x5x6 in. (smoked slightly), for use with cloth only	...	.15

BREAD PANS.

48	Only, Square Quaker Pans, sizes ranging from 8x3½ to 8⅞x3½x2¾, per dozen		.50
32	Tin Bread Pans, 8¼x3¼x2½, per dozen		1.00
3	Only, 10¼x6½x2¾ New Tin Bread Pans, strapped in threes.....	2.60	1.60
56	Only, 22½x10¼x1 New Russia Iron Counter Pans	5.00	2.50
92	Only, 11½x3¾x2 Iron Bread Pans, strapped in 2s, second-hand.....	2.25	1.00
56	Pans, No. 14, 11¼x7¼x2¾ inches, Russia Iron Bread Pans.....	3.00	1.75
25	Pans, 11½x7½x2 Tin B. Pans with handle (smoked slightly).....	1.25	.80
100	Pans, 11½x3½x2 Light Weight Tin Bread Pans with handles.....	1.10	.60
42	Pans, 16½x5¼x4 Slight Slant Pullman Pans without lids.....	6.00	3.75
	Above pans furnished with lids at ...		4.75
8	Pans, 8¾x3¾x2 Light Weight Tin Bread Pans	1.25	.85

PATTY PANS OR MUFFIN PANS.

51	Doz. 2¾x1¾x⅞ in. deep Boston Squares, Round Bottom, Jelly or Patty Pans	.15	.10
2	Frames, 12 to Frame 2¾x1½ deep, Special Drop Cake Pans, Second Hand, per dozen.....	5.00	2.50
22	Only, 4-inch Scalloped Round Patty Pans, per doz.	.30	.15

PAPER CUTTERS.

Fastens under counter or shelf

(Piqua-Japanned).

6	Holds 6-in. rolls of paper, each.	$0.50	$0.25
2	Holds 9-in. rolls of paper, each.	.50	.25
8	Holds 12-in. rolls of paper, each.	.75	.35
2	Holds 15-in. rolls of paper, each.	1.00	.50
3	Holds 18-in. rolls of paper, each.	1.00	.50
4	Holds 20-in. rolls of paper, each.	1.00	.50
2	Holds 24-in. rolls of paper, each.	1.00	.50
1	Holds 36-in. rolls of paper. each.	1.10	.65

CAKE AND PIE PANS, ETC.

23	Large Square Cake Pans, 7x7x1, per doz.		1.00
26	5-qt. Turban or Turk Head Cake Moulds, 10½x3¾ inches	2.50	1.25
24	4-qt. Turban or Turk Head Cake Moulds, 10x3½ inches	2.25	1.15
24	3-qt. Turban or Turk Head Cake Moulds, 9¼x3 inches	2.00	1.00
54	2-qt. Turban or Turk Head Cake Moulds, deep, 8x3¼ inches	1.75	.90
148	Pans, 7½x1½ inches deep Mountain Cake Pans	$0.50	$0.30
3	Only, Square Angel Food Pans, 8x8x3, second hand	2.50	1.20
36	Only, 9½ in. diameter, 2 in. deep, Round Sponge Cake Moulds with tubes, per doz.	1.50	.80

CAKE CUTTERS.

10	3¾-inch Round Scallop Cake Cutters, each	.25
2	3-inch Round Scallop Cake Cutters, each	.20
1	3-inch Plain Round Cooky Cutter	.15
1	3¼-inch Plain, Round Cooky Cutter	.05
1	3½-inch diameter Shamrock Cooky Cutter	.15
1	3½x3½ in. Plain Heart Cooky Cutter	.15
1	2½x3 in. Scalloped Heart Cooky Cutter	.10
1	5½x4¼ in. Rabbit Cooky Cutter	.15

OVENS.

1	130-loaf Perfection Oven tile shelf good as new	$227.00	$175.00
1	Only, No. 217 New Blodgett 4-shelf oven, capacity 64 loaves, tile shelves		200.00

CLASSIFIED ADVERTISEMENTS.

Rate—Three cents per word, each insertion, **where** mail or replies are directed to our care, requiring forwarding postage. Two cents per word, each insertion where direct address is used.

Attention, Bakers! We sell patent brick bake ovens that can be moved. Cash or time terms. Satisfaction guaranteed. Send for catalogue. Middleby-Marshall Oven Co., 600 S. Sixth Street, St. Louis, Mo. tf

For Sale—Bakery and bottling works. Well established. $14,000 business in 1918. Well equipped. Property, bakery and bottling works, $5,000 cash. Henry Bogardus, Osawatomie, Kans.

For Sale—One Middleby oven, 8-10, one pair scales, and pans. J. W. McCain, Heavener, Okla.

For Sale—One No. 130 Giant candy furnace, one only 2 feet by 4 feet by 3 inch candy slab, two only 4-gallon copper kettles, one 12-inch candy thermometer; will sell cheap. J. K. Enger, 621 Chich Street, Council Grove, Kans.

Kusa Bakery, for sale, Kusa, Oklahoma. 9-7 tf

Noggle's Ice Cream Powder is a purely vegetable proposition and one that can't be beat. It increases the bulk and causes it to hold up, too. Conforms to all Pure Food laws and is an admirable substitute for gelatine, which some states prohibit.

NEW AND MISCELLANEOUS ITEMS.

Received too late to list in General Catalogue.

Mustard—1-gallon jugs.....$0.35

Worcestershire Style Table Sauce,
12-oz., per dozen..... 1.25
1-gallon jugs..... 1.50

Catsup—In jugs only, each.....Out of

Packing Can Liners—Heavy cardboard, paraffined on both sides, to fit cans shown on page 233 of Tool Catalog.

	Per 1000	Per 100
1 quart	$11.25	$1.50
2 quart	12.60	1.60
4 quart	19.00	2.25
8 quart	26.00	3.00
12 quart	32.00	3.60
20 quart	45.00	5.00

Chair Back Covers—White duck only, with name in red letters.

	Per doz.
With name	$6.45
Without name	6.10

No. 128 Peanut Fryer 12 in. dia., 5½ in. deep with basket, will cook 6 lbs. of shelled peanuts and has hanger to drain grease back in fryer, price complete. $3.50

No. 2. Electric Drink Mixer with detachable mixing arm.....20.00

Extra Agitators, each..... 1.25

Round Crimped Paper Baking Cups, 2¾ in. top dia., 2 in. bottom dia., 1 in. deep. The cup cakes are baked and sold in this paper cup. Packed 1,000 to the box, per 1,000..... 3.00

Pie Markers to mark the top of your 8, 9 and 10 in. pies into 5 equal parts, each. ..... .65

Pie Markers to mark the top of your 8, 9 and 10 in. pies into 6 equal parts, each. ..... .75

Seven Star Cookie Machines, drops plain round, oval and square cookies without any hole in them. Price, with two cutters state kind of cutters wanted, each 6.00

The following cutters can be furnished at extra cost:

No. 233, makes 3½ to 4 in. dia. Round Cookie; each 2.20

No. 501, makes 3½ inch in dia. Oval Cookie; each 2.20

18-in. Depositing Pans used when making doughnuts with the Little Wonder Machine; fits our regular 18-in. Cruller Fryer; price, each..... 3.00

6½ oz. Fancy, Heavy Coca Cola Glasses, per doz..... 1.50

BUTTERMILK COOLER

No. 13 1½-gal. capacity, each.....$20.00

COLORED TWINE.

Red Twine, in balls only, per lb..... 1.00

Fancy Brass Ball Twine Holders—Useful as well as ornamental. Special price, each $1.00

Mr. BAKERYMAN, LOOK AT THIS!

Inexpensive But Efficient

A "Bilt-Rite" Bottle Outfit

You can get in at small expense on the boom that's coming in Fountain Business, and clean up a nice bunch of money.

Among our line of "Bilt-Rite" Fountain outfits are a number of small Syrup Fountains that will answer every purpose until you can afford a larger outfit.

The above illustration shows one style of the outfits we have in stock—Six Syrup Bottles, Two Crushed Fruit Receptacles, Soda Draft and Refrigerator; just the thing for a small place. These outfits are moderately priced, and we have them ready to ship. No delay whatever.

We have the larger, complete outfits, also, which we can supply at short notice.

Get in communication with us at once.

The S. W. Noggle Company

KANSAS CITY MISSOURI

IF YOU WANT

Quality

USE

Red Star

COMPRESSED

Yeast

ADDRESS

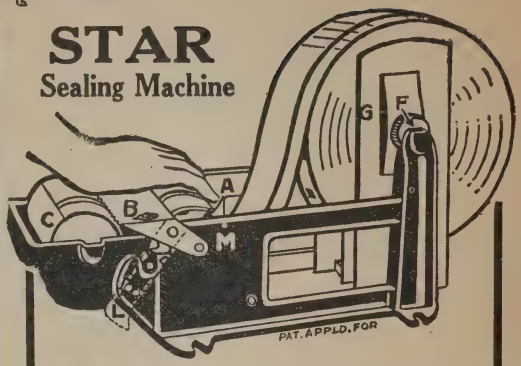
Red Star Compressed Yeast Co.

KANSAS CITY, MO., BRANCH
1414 Wyandotte St.

OKLAHOMA CITY, OKLA., BRANCH
719 No. Hudson St.

DALLAS, TEXAS, BRANCH
502 North Harwood St.

STAR
Sealing Machine



An indispensable device for users of gum tape. Sets on counter—takes up very little space. Has brass sanitary roller that moistens the tape. Holds any size tape up to 3 inches wide.

Price of Machine - -	$5.00
1-2 in. tape roll - - -	.20
3-4 in. tape roll - - -	.35
1 in. tape roll - - -	.45

Brown tape only kept in stock.
Tape 10% less in 10 roll lots.

The S. W. Noggle Company
Kansas City, Mo.

Needle Point Ice Chipper

This is a handy tool for the ice cream worker. A little pushing stroke at proper angle will furnish a tub of ice in two minutes. Does not scatter. Length 9¼ inches; made of tinned iron with steel points. Wood handle.

Price, each 35c

The S. W. Noggle Co.

KANSAS CITY, MO.

'Double Quick" Insect Powder

Kills 'em quick, hence the name. Cockroaches, lice, moth, ants, flies, mosquitoes, gnats, bed bugs and **OVEN LICE.**

1 large Bellows, 23 in. over all..$2.50

Sold only with 5 and 10-lb. pkgs.

Powder, 10-lb. pkg.	$12.50
5-lb. pkg.	6.50
Trial pkg.	1.00

NOGGLE Sells It

The Drink that Satisfies

NOGGLE'S ORANGEADE is a trade builder for your fountain—ready to serve with only water added—a big profit yielder. Start it early in the season, and you'll be well pleased with results. See Bull Dog, page 24, for prices.

YOU NEED THIS-

NOGGLE SELLS IT

Fig. 84002.

New Style Crushed Fruit Bowl. (No. 843.)

Capacity, 2 quarts. Takes up very little space on counter. Only 6½ inches wide by 7 inches high. Nickel-plated hinged cover with support for ladle.

Price, each $2.50

Noggle's

1919 Ice Cream Can and Tub Prices

FLAT BOTTOM ICE CREAM CANS

1-quart size	Each	$1.40
2-quart size	Each	1.60
3-quart size	Each	1.70
4-quart size	Each	2.00
6-quart size	Each	2.40
8-quart size	Each	2.50
12-quart size	Each	3.00
16-quart size	Each	3.20
20-quart size	Each	3.60
30-quart size	Each	4.70
40-quart size	Each	5.75

HEAVY PACKING TUBS

1-quart size	Each	$1.10
2-quart size	Each	1.30
3-quart size	Each	1.60
4-quart size	Each	2.15
6-quart size	Each	2.60
8-quart size	Each	3.30
12-quart size	Each	4.00
20-quart size	Each	6.00
40-quart size	Each	9.10

The S. W. Noggle Company

Kansas City, Mo.

Paper Cup-Cake Baking Cups

Useful - Sanitary - Economical

Made of Special Heavyweight Wax Paper

The cup-cakes are baked and sold in these paper cups. No pans to grease or clean. A very sanitary and economical cup-cake that your trade will be pleased with. 2¾ inches diameter at the top; 2 inches diameter at bottom; 1 inch deep. Packed 1000 to box.

Price, Per 1,000, $1.60
5,000 Lots, Per 1,000, $1.55
10,000 Lots, Per 1,000, $1.50

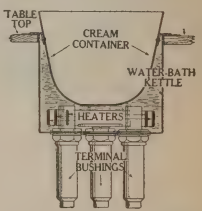
No order taken for less than 1000

THE S. W. NOGGLE CO., Kansas City, Mo. *The House of Quality and Service*

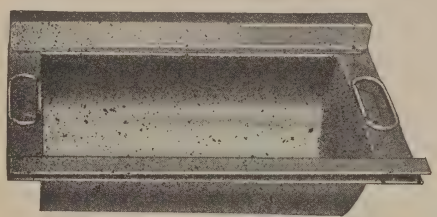
Electric Appliances for Candy Makers

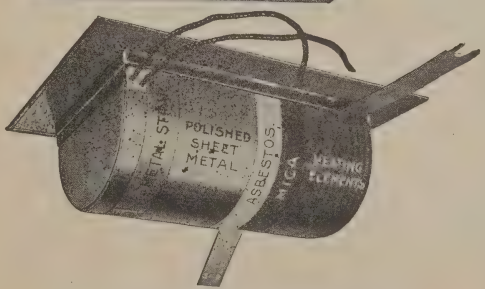
Electricity is Clean—No Waste of Heat —Accurate Control of Temperature

Here are only a few of the advantages of Electricity over gas, or other heating methods: Your product is improved, your quantity is increased, your cost is lowered.



Heater for Bon Bon Cream Kettle.





Electric Chocolate Warming Kettle Pan (above) and Heater.

These warming kettles are made of high grade tin, all seams carefully soldered, making it impossible for chocolate, moisture or dirt to penetrate to the heating apparatus.

The construction is simple, and the outfit can be easily installed on any table. A six-heat regulator insures uniform temperature of batch.

Prices and full information on request.

The S. W. Noggle Company

KANSAS CITY, U. S. A.

FLA-KO

A Chocolate Icing Paste.
Equally good for icing cakes, flavoring creams or filling pies.
Always ready for Use.

This paste comes in soft form, and will prove a great convenience and time-saver, as the color and flavor are in the paste.

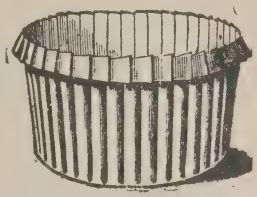
Its price, 30 cents a pound, will readily commend it to bakers.

Put up only in 5 and 10 pounds cans.

Full directions for use with each can.

Give it a trial.

THE S. W. NOGGLE CO.
KANSAS CITY, MO.



DECORATIONS

Many bakers and confectioners lose a nice profit in not handling fancy paper goods. Cake laces, doilies, crimped cups, bon-bon cases, frills, pie collars, etc., are so inexpensive and so ornamental that a customer's attention needs only be called to their use to make a sale.

Consult our General Catalogue under heading of Fancy Paper Goods for a complete line of these goods. You will find they add to the "looks" of your products and to your profits in handling.

THE S. W. NOGGLE CO.
KANSAS CITY, MO.

A Book You'll Need

The Ice Cream Season is Coming. Next in importance to having a complete assortment of tools and materials for making creams, is a book of recipes that tells you how to make all the most desirable and best selling kinds.

Noggle's Ice Cream Guide will be a help to you. A lot of good candy recipes thrown in for good measure. Price only $1.60 postpaid.

When shipped with other goods, $1.50.

THE S. W. NOGGLE CO.
KANSAS CITY, MO.

BREAD SUGAR

You Use Sugar

Why don't you use

NOGGLE'S CORN SUGAR

in your bread making and save about

2 Cents Per lb.

Recipes furnished for its use if desired. Many bakers use it like granulated; pound for pound in bread mixes.

TRY IT TRY IT

You Should Look After Such Savings

For Sale by

THE S. W. NOGGLE CO.
KANSAS CITY, MO.

Are You Satisfied?

Success in business does not always mean being satisfied, because satisfaction may seem to be well founded when in point of fact it is not.

Men were satisfied that the earth was flat, that the sun and moon arose and fell and that the sea ended all creation.

You may feel satisfied that your place of business is sufficiently attractive, but when you observe how easily it can be made much more so with the sanitarily clean, wholesome, inviting conditions produced by

Wyandotte
Sanitary
Cleaner and Cleanser

you begin to appreciate what profits and what benefits this cleaner supplies, and how little of it is required to do what you want done, as well as the saving it represents.

Indian in Circle

in Every Package

Why not take advantage of the first opportunity to send us your order. It cleans clean.

The S. W. Noggle Co.

Kansas City, Mo.

Printed Wax Bread Wrappers

SELF-SEALING AND DRY WAXED PAPERS

Smith's Honey Bread

Good to the Last Crumb — Guaranteed Full Weight

Always Fresh at Your Grocers

DESIGN NO. 93 — ANY WORDING DESIRED

We are now prepared to fill orders for printed, waxed wrappers, on self-sealing as well as dry waxed paper. Samples of paper and designs sent on request.

The only sizes in which we can furnish self-sealing wrappers are indicated by a star (*).

	12x16	13x16	13x17	*13x18	*14x16	*14x18	*14x20	*15x18	15x20	15x22	16x26
Single Thousand	$4.25	$4.40	$4.55	$4.65	$4.50	$4.75	$5.00	$4.90	$5.15	$5.30	$6.25
2,000 to 4,000	3.60	3.75	3.90	4.00	3.85	4.10	4.40	4.30	4.75	4.90	5.85
5,000 to 9,000	3.25	3.45	3.60	3.70	3.55	3.80	4.10	4.00	4.50	4.65	5.60
10,000 to 24,000	3.10	3.30	3.45	3.55	3.40	3.65	4.00	3.90	4.40	4.55	5.50
25,000 to 49,000	3.00	3.20	3.35	3.45	3.30	3.55	3.90	3.80	4.30	4.45	5.40
50,000 and upward	2.90	3.15	3.30	3.40	3.25	3.50	3.85	3.75	4.25	4.40	5.35

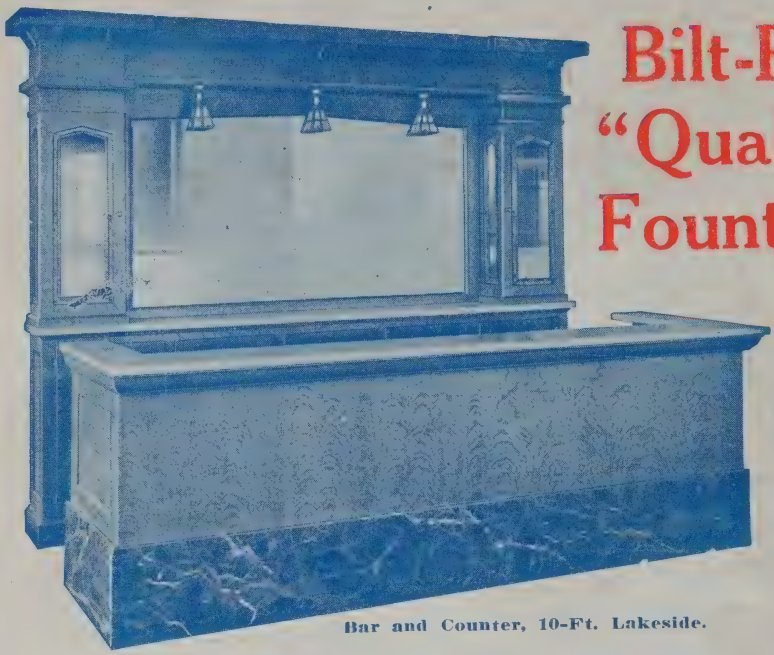
*Can supply these sizes only in self sealing paper.

Quantity prices apply to the number ordered in each size, design or color of ink, and not quantities made up of different sizes, designs or colors, and are printed in blue, red or black ink from our stock or type designs. Ask for price on special designs.

When ordering be sure to state: Whether self-sealing or dry waxed. How many wanted. Size wanted. Color ink to use. Design wanted. Exact wording wanted. If ounces are wanted, give number for each size.

The S. W. Noggle Co., Kansas City, Mo.

BIGGEST BAKERS' SUPPLY HOUSE IN THE UNITED STATES



Bilt-Rite "Quality" Fountains

You PAY no more for a Bilt-Rite —but you GET more.

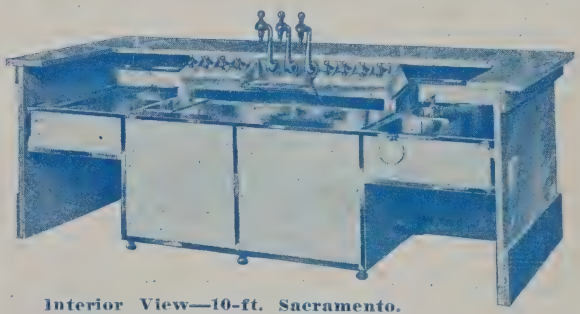
Bar and Counter, 10-Ft. Lakeside.

HAVE YOU ORDERED YOURS YET?

NO DELAY IN SHIPMENTS.

We have a line of these fountains in stock—set up here on the floor of our big salesroom—ready to pack and ship at a few hours' notice—no waiting to send to factory. Order now, and get your fountain going and be making money, while your competitor is still "thinking" about it. If you are going to buy a fountain this season, buy a Bilt-Rite, and buy it NOW, from Noggle. Ask for prices.

Bilt-Rite Quality Fountains have no superior for "looks" style, or utility. It's a delight to serve customers from a Bilt-Rite counter.



Interior View—10-ft. Sacramento.

We can ship with your Fountain order everything you need to open up business—glassware, spoons, dishers, holders, trays, syrup bottles, fruit juices, crushed fruits, extracts, acids, phosphates, etc.

The S. W. Noggle Co., Kansas City

THE SODA FOUNTAIN OUTFITTERS OF THE WEST

TS 1.B9 65805
BUDO NOG

THE BULL DOG

Devoted to the Interests of
BAKERS, CONFECTIONERS, ICE CREAM MAKERS AND SODA WATER DISPENSERS

Vol. 9 AUGUST, 1919 No. 11

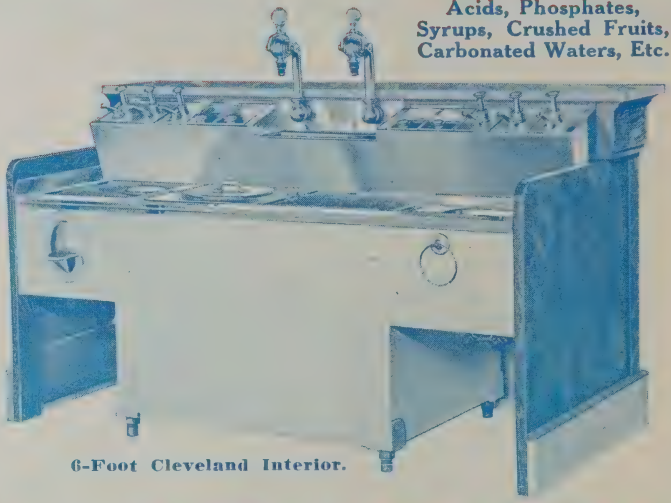
UNIVERSITY OF ILLINOIS LIBRARY
AUG 13 1919

Published Monthly by
The S. W. Noggle Wholesale and Manufacturing Co.
SIXTEENTH STREET AND BALTIMORE AVENUE, KANSAS CITY, MO.

If It's Used at the Fountain Noggle Has It

Cabinets
Fruit Bowls
Syrup Bottles
Chocolate Pots
Sundae Glasses
Sherbet Cups
Straw Holders
Menu Holders
Cone Dispensers
Dishers, Scoops
Spoons, Trays
Etc., Etc., Etc.

Acids, Phosphates,
Syrups, Crushed Fruits,
Carbonated Waters, Etc.

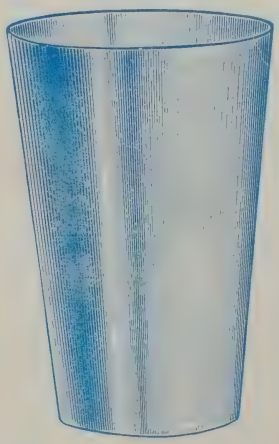


6-Foot Cleveland Interior.

SODA FOUNTAINS

The Celebrated Russ "Bilt-Rite"
and Complete Outfittings

We carry the Largest Stock in the West and can set you going on shortest notice. And remember when you buy it from Noggle, it is First-Class.



Fountain and Ice Cream Trade

will be the greatest ever known in this country, after July 1. Are you equipped for your share of this new business? Your orders, large or small, will have our prompt attention. Keep our Tool Catalogue No. 16 and the latest copy of The Bull Dog constantly before you. We are anxious to help you to the biggest year's Fountain Business you ever had.

The S. W. Noggle Co.
KANSAS CITY, MO.

The Bull Dog

—Trade-Mark, Registered—

Published Monthly By
THE S. W. NOGGLE WHOLESALE & MANUFACTURING COMPANY
Sixteenth St. and Baltimore Ave. Gateway Station Kansas City, Missouri

Devotted to the Interests of
The Baker, the Confectioner, the Ice Cream Maker and the Soda Fountain Dispenser
Subscription, Free to the Trade; to All Others, 10c a copy; $1.00 a Year.

Please address all correspondence regarding this publication to
EDITOR, THE BULL DOG
Care S. W. Noggle Wholesale and Manufacturing Company, Gateway Station, K. C., Mo.

Vol. IX AUGUST 1919 No. 11

CONTENTMENT.

"Contentment is not found in things,
It lies not North, South, East or West,
It does not walk, it has no wings,
It germinates within your breast."

—N-O-G-G-L-E—

THE CHEERFUL LIAR.

There are as many varieties of the Liar Tribe as Solomon had wives.

But the one that enters into our present discussion is that harmless and useful specimen—known as the Cheerful Liar.

His scientific classification is "Toreador" which is a Latin word meaning Bull Tosser.

He is there like a duck all around the clock with the glad grin and the cheer-up chatter. In the Booster's League he tops the list and he never fails to lace her out in a desperate pinch, when the game seems gone and the crowd is leaving.

Here's the way that the Cheerful Liar gets in his work.

You happen to be all in physically. In fact, you're so low that you hear slow music and smell lillies coming your way on high. You start for the Doctor's whom you decide to see for a spell before calling in the Undertaker.

On your way you chance to meet the Cheerful Liar, breezing along and leading his bull on a silken cord.

He grabs your fishy flipper in his magnetic mitt and starts pumping you full of pep. He tells you that you're looking perfectly dam splendid and younger than you did ten years ago, and then proceeds to slip you an earful of short stories not passed by the Board of Censors.

You know that he is lying like a hyena; but some how or other he puts the works on you and, under the spell of his pleasant prattle, your spine stiffens, your arteries soften, you take a deep breath and are surprised to find that little old heart of yours hitting again on all cylinders.

By george, you've got to hand it to that guy. He's sure cure for the mental rip for he bulls you from blue thought into blood-red action—everytime!

Long live the Cheerful Liar! He helps to make life worth living. May his bull prosper and his herd increase.

—N-O-G-G-L-E—

POVERTY NO HANDICAP.

It's nonsense to believe that you are handicapped by empty pockets.

Inherited assets, sufficient to permit dawdling, stifle initiative, and make a cipher out of many a man who, under the spur of necessity, might otherwise have developed into a big figure.

When you are unpracticed in the processes which produce riches you are not qualified to protect your holdings from those who have been trained to take advantage of every weak opening.

A bank roll is not a substitute for wisdom.

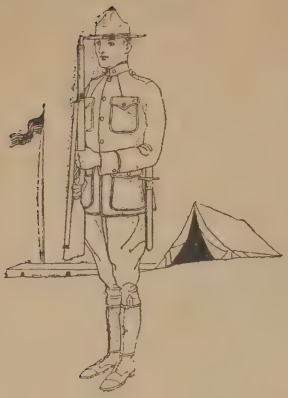
If you have brains enough to conserve wealth, you possess all the qualities necessary to secure it.

There is no enduring poverty except lack of character, purpose, and determination.

Only the very busy are very happy. industry is a talisman against worry and want. Occupation sweetens even the rich man's loaf.—Herbert Kaufman.

—N-O-G-G-L-E—

The hardest of all habits to break are those which revolve around our stomachs, our appetites.



A CRY FROM "OVER THERE".

"We've chased the Hun across the Rhine,
The Kaiser from his throne.
We've paid our debt to Lafayette,
For God's sake send us home!"

—N-O-G-G-L-E—

BRINGING HOME THE BACON.

Human nature offers us two very prominent classes. There is one class that "brings home the bacon." The other comes home without any bacon, but very optimistic, enthusiastic and hopeful.

The baconless arrivals are always going to land that bacon "tomorrow." There is no tomorrow on the calendar of success. There is yesterday, but you can't use it. Today is the only date you are sure of. Today is Bacon Day for the Bring-it-Home Club. The only way a man can bring home the bacon is to know where that bacon is, to know how to get it, and to have his transportation facilities in working order to bring it home.

The road to a certain place is paved with excuses for not bringing home the bacon. Andrew Carnegie will never give away enough libraries to hold the volumes of excuses of this sort, if they were printed and bound. The man who totes the side meat to his domicile when the evening shades are falling is the one who started out in the rosy light of dawn with a definite, grim determination to attach himself to that streak of lean-and-streak-of-fat commodity and return with the same in his possession.

The other man comes home filled with talk and vain imaginings. He started to work with a ready made excuse. If you can't bring home all the bacon in sight, bring some. Then go back tomorrow after the rest of it. Bring home the bacon. Excuses won't cook. —Wilbur D. Nesbit.

THE "FUNNY" SIDE OF BUSINESS.

The "fun" in business lies in its progress.

It rests chiefly in plans, methods and their execution.

Get the full pleasure out of yours.

Determine it shall be a leader in its field.

Build with that idea always in mind.

Buy with that determination.

Sell as you would be sold to.

Do these things every day—

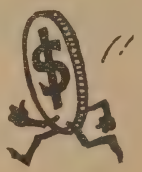
And the "fun" will come from a knowledge of work well planned and well done.—From "Bottles".

—N-O-G-G-L-E—

NO SUCH THING AS LUCK.

In all human affairs there are efforts, and there are results, and the strength of the effort is the measure of the result. Chance is not. Gifts, powers, material, intellectual and spiritual possessions are the fruits of effort; they are thoughts completed, objects accomplished, visions realized.

—N-O-G-G-L-E—



WHERE THE BOOZE MONEY WILL GO.

Considerable speculation has been indulged in by men in various lines of business as to where the billions annually spent for booze will go, now that the ban has been placed on "hard drinks." A trade paper that has been making inquiries and investigations along this line says that the beneficiaries of prohibition may be classified about as follows:

1. Savings banks.
2. Soft drinks and ice cream.
3. Moving picture shows.
4. Candy and confections.
5. Tobacco.
6. Merchants.

If the baker is classed as a "merchant," he is well down the line; but there is no reason why, by combining soft drinks and candy with his bakeshop goods, he cannot get his full share of "booze" money, and then some.

It will pay every man in business to study his local conditions and note how people are spending the money that formerly passed over the bar counter, and then try to cater to their tastes and wants. It won't come to you—you must go after it.

THE FINAL SCORE.

"For when the One Great Scorer comes to write against your name, He writes—Not that you won or lost—but how you played the game."

THE BAKERS AND PROHIBITION.

At the recent meeting of Tri-State Bakers, held at Cedar Point, Ohio, Elmer L. Cline, of Indianapolis, in an address on the subject, "What a Dry United States Means to the Baker," said:

The United States going dry throws into the discard a tremendous industry. The public, and even many of those who are in close touch with business conditions, are standing back, wondering how this wave of prohibition sweeping over the country is going to effect business, and their business in particular. Even the most casual observer realizes that there will be millions of dollars, heretofore annually spent for alcoholic liquors, now available for other purposes. The question is, who will be the heirs to participate in this great estate of John Barleycorn, the greatest heritage that has ever been left to American business?

The prohibition of the manufacture and sale of alcoholic liquors not only releases vast sums of money, that will now be spent for other things, but brings with it many valuable lessons in business practices, or rather, mis-practices, which at first were a factor in building up this enormous industry, and then proved to be its greatest enemy, and eventually brought on its downfall. The lessons to be learned in this respect should have careful consideration and be invaluable to the contenders for a share of this estate.

The baker has the greatest opportunity of all to participate in the prosperity of the new era that we are now entering upon; but, remember the fate of John Barleycorn. You must be honest with yourself, honest with your competitors, and honest with your customers.

Do not be afraid to identify yourself with any proposition that boosts your market, for your market is almost without limit, and in the end you will benefit to the extent that you boost and identify yourself with the boosting.

The time to act is now—every baker in America should throw off his blinders of petty jealousy; should line up with his fellow bakers, stop worrying about prices and go in for quality. Let us prove ourselves big enough to meet our opportunity. Quality, co-operation and action are the things that are going to win. The events of the last two years have proved that all bakers, whether large or small, have the same interests in common. The great majority of bakers are good bakers, and they should stand so firm together in one great national organization that the selfish, narrow-minded and unscrupulous will no longer be a stumbling block to the advancement of this great industry.

—N-O-G-G-L-E—

BUTTER MILK WITH A "KICK".

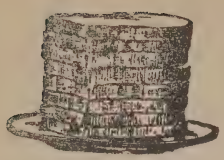
At the suggestion of the Department of Agriculture, which is experimenting in substitute drinks for beer, wine and whiskey, its "head mixer" tried making a "butter milk lemonade." Here is the result of his efforts:

"The buttermilk lemonade is made by adding lemon juice and sugar to ordinary buttermilk," said Mr. Kipp. "The result—a drink that for pep, tang and astonishing newness has never been equaled. The sensation after drinking one glass surpasses traveling in an airplane."

—N-O-G-G-L-E—

A BIT OF ADVICE.

Buy only that of which you are in real need, and then buy only good stuff. Trash is expensive at any price. The same is true regarding candies. Buy quality and then get the price.



"EAT MORE BREAD."

A campaign has been started among millers and bakers to induce the public to Eat More Bread, and it is a matter on which every baker should inform himself and be able to present the subject clearly to his patrons.

No equal amount of food value can be purchased for 10 or 15 cents as is contained in the pound and pound-and-a-half loaf of wheat bread.

Tell this to your customers. Show them that the 10 cents they pay for a pound of tomatoes, or the 15 cents for a head of lettuce or cabbage, or even a pound of rice or three eggs, cannot compare in nutritious value to wholesome white baker's bread.

Get behind this movement for greater consumption of baker's bread. Talk it to your trade. Be prepared to make intelligent and truthful comparisons with other food values. Inform yourself along food line prices, and be prepared to talk convincingly to anyone who doubts the statement that wheat bread is the "Staff of Life," and is the cheapest food sold.

Get the habit of "talking up" your products. Don't take it for granted that the public will come to you just because they must have bread and cake. Make them want MORE of your goods. Tell them not only how good they are, but how valuable as food—and how reasonable when compared with prices of other table necessities.

Talk bread—and then TALK MORE BREAD!

—N-O-G-G-L-E—

BUTTER MILK POWDER.

When used in bread doughs, Butter Milk Powder saves shortening, reduces milk costs, adds to keeping qualities and improves the finished loaf. Get acquainted with the merits of Butter Milk Powder in bread-making—talk to the Noggle salesmen, or write direct to the House. We are always glad to give our customers the benefit of any information we have, on any subject connected with the trade.

—N-O-G-G-L-E—

SATISFACTION.

The greatest satisfaction in the world comes from the knowledge of work well done.

WHAT ENTHUSIASM IS.

Enthusiasm is a franchise that wins permission to take the order out of your head and place it in your book.

Enthusiasm is a chord of harmony in your argument that ties the dealer's interest in your goods.

Enthusiasm is a ring in your voice that echoes another sale in the register of results.

Enthusiasm is a telescope that broadens your view of achievements that are still to be attained.

Enthusiasm is a spark that handles a fire of welcome warmth from the man of hard approach.

Enthusiasm is a magnet that draws the tiresome tasks into delightful deeds.

Enthusiasm is a seed of sincerity that sprouts through respect for you in every source implanted.

Enthusiasm is a bond of fellowship redeemable in a mellow come again instead of a murmured good-bye.

Enthusiasm is a magnifying glass of possibilities, visualizing a prospective chance into a positive certainty.

Enthusiasm is an ally of immediate action and an enemy of procrastination.

Enthusiasm is a producer of perfection in your proposition that prompts confidence in your product.

Enthusiasm is an injection that dissolves tiresome tasks into delightful deeds.

Enthusiasm is an alarm clock of mind awakening; the mower of grass under your feet; the redhot stimulator of your whole being.

Enthusiasm gives birth to curiosity in the buyer; curiosity develops into interest; interest grows into desire to possess and to possess means—an order for you.

Buy it, beg it, borrow it, steal it, but get it—enthusiasm.

A HINT TO SALESMEN.

Taking a side-line is like courting two girls: you are bound to be found out and lose the better one, and you'll never be happy with the other one.—Judge.

—N-O-G-G-L-E—

¶ Opportunity knocks every day at the door of the worker who is in the game of life to win who plays the game like a real man.

PERSONALITY.

"Increase your personality. Broaden it, deepen it, strengthen it. Make it a force that must be felt and recognized by your associates. Don't be afraid to aim high—there is little danger of over-shooting the mark when the range is the length of a lifetime."—Ford Times.

MAKE THEM PULL.

Make your show windows so attractive that they will stop the customer going by to some other store and bring her into your store.

Make the windows so attractive that the person walking by with no idea of a purchase, gets that idea and makes the purchase in your store.

Make your show windows so attractive that the people who see them will go home and talk about what they saw there.

After you have arranged a display in your window go outside and give it a critical examination, and see if you think it will meet the tests as given above. If the display does not pass go in and fix it, and put something in that will make people stop and take notice, and come in and buy.

—N-O-G-G-L-E—

REMEMBER:

Four things that come not back—
The spoken word;
The sped arrow;
Time passed;
The neglected opportunity.

—Old Maxim.

—N-O-G-G-L-E—

"SERVICE."

The old Rotarian slogan about "Serving most by serving best," has been revised by someone to read as follows:
"He Serves Best who Serves NOW!"

THE CREED OF HAPPINESS.

Get up right in the morning. Go to bed right at night. Start with joy in your heart, hope in the future, kindness in your purpose.

If it is a dark day, never mind; you will brighten it up. If it is a bright day, you will add to the brightness. Give a word of cheer, a kindly greeting and a warm handshake to your friends.

If you have enemies, look up, pass them by, forget and try to forgive.

If all of us would only think how much of human happiness is made by ourselves, there would be less of human misery.

If all of us would bear in mind that happiness is from within and not from without, there would be a well-spring of joy in every heart and the sun would shine for ever.

—N-O-G-G-L-E—

THE "SUCCESS" FAMILY.

The father of Success is Work. The mother of Success is Ambition. The eldest son is Common Sense. Some of the other boys are Perseverance, Honesty, Thoroughness, Foresight, Enthusiasm and Co-operation.

The oldest daughter is Character.

Some of her sisters are Cheerfullness, Loyalty, Courtesy, Care, Economy, Sincerity and Harmony.

The baby is Opportunity.

Get acquainted with the "old man" and you will be able to get along pretty well with all the rest of the family.

—N-O-G-G-L-E—

CANDY BEING EXPORTED.

Tons of candy, including considerable chocolates continue to be exported by candy manufacturers direct and by the various merchandise exporters located in this city. Practically every manufacturer is doing considerable export business and all grades and descriptions of candy are finding their way into Great Britain and the Continental European markets.

—N-O-G-G-L-E—

THE END OF IT ALL.

I hope that when this world I flee
And start for realms divine,
St. Peter will not say to me:
"Sign on the dotted line."

—Judge.

For The Bakeryman

THE "HOME-BAKED" LOAF.

A. B. Laws of Dallas, in an address before the recent state meeting of Texas bakers, not only told of the "Making of a Wholesome Loaf of Bread," but told the bakers some other things, and one of the most important was the necessity of winning the housewife to bakery bread. Here is the gist of what he said:

"The more I study general conditions in the baking industry today, the more I am convinced that it is not a question of competition as between one baker and another in order to increase individual sales, but a question of competition with the home-baker. The growth of every baker in the country today depends upon the success he has in converting women who bake at home to bakery-made bread.

"This brings us to the question of what is the cause for so much prejudice in favor of the home-made loaf? Why do women who would rather give their time to other things and line up with other women in doing more modern things that are to be done today continue to bake at home?

"The answer is and must be that they want the kind of a loaf they bake at home, and in nine cases out of ten they cannot purchase that kind of a loaf from the baker.

"Bread is not something to be admired or looked at. It is something to be eaten—something that is made to and that should satisfy a big appetite. Home-made bread does, because it has the real eating qualities.

"The average housewife does not pick up the loaf that is brought into her home and look at it from all angles as she would look at a hat or a picture, and judge its merits on its looks.

"The housewife knows bread in two terms, viz.: "home-made bread" and "baker's bread." The fact that 50 per cent of the bread consumed in the country is made in the homes indicates that there is still a strong prejudice in favor of home-made bread. It is this big field in the homes that the baker should develop in order to increase his business

"You are catering to the consuming public. The consuming public knows what it wants, and sooner or later it is going to have what it wants. Whether

—N-O-G-G-L-E—

THE MAKING OF POWDERED MILK.

The process of reducing milk to a powder, which, by the addition of water, is restored immediately to its original state as separated loose milk, has improved considerably during the last few years. If one knows the process and has watched the powder, when mixed with cold or warm water, dissolve instantly, one can easily understand why it is difficult to discriminate between this mixture and ordinary fresh skimmed milk. In powdered skimmed milk the cream has been removed, in order that it may keep longer in perfect condition with the bulk of the fat removed. When a little cream is added to this solution, the preparation is restored to the value of whole milk.

—N-O-G-G-L-E—

5-CENT LOAF GONE FOREVER.

No decrease in the price of broad is likely to come for several years, and the 5-cent loaf will never be baked again by master bakers, is the belief of Wm. M. Campbell, chairman of the National Bakers' Service Board, and manager of the Campbell Baking Co., of Kansas City.

—N-O-G-G-L-E—

NOGGLE'S PERFECTION.

Mixes large or small batch with equal ease and fineness—and cake or bun dough just the same as that for the regular loaf. Ask bakers who use it.

TESTED RECIPES FOR BAKESHOP.

Sandwich Rolls.

1 gallon water.
14 lb. flour.
4 oz. salt.
4 oz. shortening.
4 oz. yeast.
12 oz. sugar.

4 or 5 oz. milk powder may be added. Also had good results with sweetened condensed milk, especially if the flour is strong, in which case you will not even have to reduce the sugar. If flour is not so strong it may take more flour. To bake these sandwich rolls in regular round molds (frames) the dough must be a little softer than usual and the rolls must be pressed quite flat, when nearly proved, to fill the mould well, and you should not scale them quite as heavy. These rolls will also look better if you can wash them after they are flattened, with a brush, moistened with water, and after they come out of the oven wash over with good oil, immediately.

Cheese Cakes.

8 lb. cheese.
2 lb. sugar (powder).
16 eggs (1½ pt.).
½ lb. vegetable fat.
6 to 8 oz. butter.
½ lb. corn starch.

2 lemon rind grated, few drops vanilla extr., about 1 oz. salt, sufficient good milk to soften the batter. This mix will fill 3 large round deep pans. Instead of corn starch you can use double amount of flour. Some bakers sprinkle a dash of cinnamon over the top of each cheese cake before baking and others use vanilla and nutmeg for flavor.

Sandtorte.

1½ pt. eggs.
1 lb. sugar (powder).
5 to 6 oz. butter.
¾ lb. cake flour.
¼ lb. corn starch.
lemon flavor.

Beat eggs and sugar warm like for spongecake. In the meantime get butter melted in a separate dish. Mix the sifted flour and starch in the eggbatter just lightly and then draw in the hot butter, stirring just a little and as carefully as possible. Bake in solid heat. Use moulds with tube in center, and must be well greased with stiff fat, some dust the forms slightly. The grated rind of the lemon makes best flavor for this cake.

Cream Gems.

1 bbl. flour (medium strong winter).
42 lb. sugar (fine gran.).
20 lb. yellow C sugar.
32 lb. shortening (part butter).
4 gal. sour milk or buttermilk solution.
1¼ lb. soda.
1 lb. ammonia.
½ lb. cream tartar or phosphate.
2 gal. eggs.
2 qt. glycerine.
3 or 4 oz. mace.

Cream sugar and fat, then beat in eggs gradually, and then glycerine. Sugar must be sifted to break down lumps. Now sift in the fine ammonia and pour milk over it. Mix together before adding flour with soda, acid and mace. Mix dough smooth and clear. Run on a panning machine.

Cocoanut Macaroons.
(Fresh Cocoanut)

50 lb. cocoanut (fresh grated).
36 lb. sugar (gran.).
2 qt. water.
2½ lb. cream of maize.
1 qt. glucose.
1 qt. egg whites (beaten).
9 oz. baking powder.

Heat cocoanut, sugar, glucose and cerealine with the water in kettle to about 110 degrees, or so it will be firm and dry enough; then spread on stone or marble to cool. Now mix in the egg whites and last the baking powder. Roll by hand and flatten, bake on paper.

Cinnamon Drops.

1 bbl. cake flour (med. strong).
72 lb. sugar (fine gran.).
36 lb. shortening (part butter).
3 gal. N. O. molasses.
8 oz. ginger.
2 oz. lemon oil may be added.
6 gal. milk (sweet) or powdered sol.
3 qt. eggs.
1½ lb. ammonia.
1½ lb. soda.
1¼ lb. cinnamon.

Mix in usual way, until smooth and clear. Run on soft cake machine with small round die. Bake on slightly greased pans in a moderate oven.

BADEX IN BAKING.

Badex is a superior product instantly producing maltose sugar in the fermentation of yeast doughs. It is directly fermentable and has its own characteristic action peculiar to dextrinized grain products. It is superior to any of the corn, cane or beet sugars, more economical and gives better results.

Results have proven that its use will improve the flavor, size, color and texture of all yeast dough products.

Badex is not a substitute for any other material, but cuts down the amount of other ingredients.

Badex allows the carrying of an extra percent of water in yeast doughs, and thereby increases the yield of baked goods.

Badex costs less than cane, beet or corn sugars.

See price list, page 15, for quotations.

—N-O-G-G-L-E—

SOME GOOD CAKE MIXERS.

White Mountain Cake.

Bake thick layers with the following mixture: One and one-half pounds of sugar and twelve ounces of butter creamed together; add slowly the whites of twelve eggs, one pint of milk, and two pounds of flour with one and one-half ounces of baking powder; almond flavor. Set two layers together with jelly; cover well with light meringue; dust with cocoanut and set a minute in hot oven, to brown the top.

Shrewsbury Cake.

Take one pound of butter, three-quarters of a pound of powdered sugar, one and three-quarter pounds of flour, mace and cinnamon, and rub together dry. Then add four eggs (or yolks of ten eggs), one tablespoonful of cream; mix all slightly and, if possible, let it rest on ice for some time. Roll out like cookies, press the top with a fork and wash with egg, to which add a pinch of salt and fine sugar, to give rich gloss. Bake in solid heat.

Vienna Cheese Cake.

First Part—Three-quarters of a pound good butter, one-half pound sugar, one-third quart egg yolks, mace vanilla. Second Part—Two pounds fresh cheese, six ounces corn starch, six ounces strong flour, one quart whites of eggs for snow. Weigh out the above ingredients, then make a short or trat dough and line out the required layer cake plates, spread a little jelly in the bottom of each pan, then proceed to cream well the first part, then rub up well the second part. Mix them together lightly, fill the already prepared plates and bake in a moderate heat from 30 to 35 minutes. Avoid too much working after the white are in.

Swiss Sandwich.

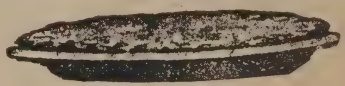
These may be made by lining a level baking pan with a thin sheet of scrap or pie paste and covering it with a quarter-inch thick coating of a mixture made by working sweet cake crumbs into fruit jelly to form a medium stiff mass, but not too stiff, to spread, then covering that with another thin sheet of paste, then washing it with egg and milk and dusting it with sugar, then docking and baking it. When baked cut it up into any size squares you choose. Usually sells for five cents each.

Venice Squares.

Ten pounds of flour, five ounces of cream of tartar, two and one-half ounces of soda, three pounds of sugar, three pounds of fat, six eggs, two and one-half pounds of sultanas. Cream up as for cakes, and spread on sheet tins; or, better still, a tin with four sides. Bake in a moderate heat. When cold, ice with water icing, and cut into squares the size to suit your locality. This is a good selling line.

—N-O-G-G-L-E—

ALWAYS GIVES SATISFACTION.



Bakers and pastry-makers will find Noggle's Whip Top Powder one of the most convenient and quality producing materials to have among their supplies. For soft pie topping and meringues, it has no superior on the market.

—N-O-G-G-L-E—

"B. D." Pie Filling Powders are helping lots of bakers to get by with a fine pie at a saving in cost. All the best flavors—Lemon, Orange, Chocolate Cream, Strawberry Cream, Pineapple Cream and Cherry Cream. Send for free sample.

—N-O-G-G-L-E—

Are you using Noggle's "Moisto," the new cold water icing material? Stays where you put it, and keeps icing fresh and moist for days. Ask us about it.

—N-O-G-G-L-E—

Badex is better than cane, beet, corn or other sugars in yeast doughs.

BETTER BREAD—BIGGER YIELDS.

This is what Dry Milk Powder gives you. Don't be satisfied with putting out an inferior quality of bread when the use of Milk Powder will give you a finished and improved product—that will build up your trade and increase your profits.

If you have never used Dry Milk Powder in baking, ask the Noggle salesman who makes your territory, or write direct to the House. Free sample and full instructions to anyone who wants to try it out and satisfy himself.

—N-O-G-G-L-E—

If you are sweeping and cleaning dry, why not use our Sweeping Powder? No dust—sweeps clean—leaves polished floor—just the thing. Sanitation is the watchword. Flying dust is both insanitary and ruinous to merchandise. Sweep clean with Noggle's Sweeping No-Dust Compound.

—N-O-G-G-L-E—

MOTHER'S EULOGIES.

Daughter—Yes; I've graduated, but now I must inform myself in psychology, philology, bibli—

Practical Mother—Stop! I have arranged for you a thorough course in roastology, bakeology, stitchology, darnology, patchology and general domestic hustleology.—Christian Advocate.

—N-O-G-G-L-E—

"Doughnut Time" is coming big, with the coming of cooler weather, when coffee will go better with them. Get a "Gem" machine, and get busy on this money-making game of selling doughnuts at 40 and 50 cents a dozen. See description of machine on page 32, and send us your order at once.

SELF-SEALING WAXED PAPER

We have put in a line of self-sealing waxed paper for bread wrapping that will enable those of our customers who have sealing machines to get their printed wrappers along with their other supplies. We are limited at present to the following sizes, and can accept orders only for lots of 5,000 and upward:

Quantity	14x16	13x18	14x18	15x18	14x20
5,000 to 9,000.	$3.55	$3.70	$3.80	$4.00	$4.10
10,000 to 24,000.	3.40	3.55	3.65	3.90	4.00
24,000 to 49,000.	3.30	3.45	3.55	3.80	3.90
50,000 and over	3.25	3.40	3.50	3.75	3.85

See third page of Bull Dog cover for sample design and printing instructions; also sizes and prices of dry wax (not self-sealing) waxed paper wrappers.

—N-O-G-G-L-E—

YOU SHOULD KEEP BOOKS.

Keeping accurate records of receipts and expenses, is not only a great help toward your making a success of your business, but it is the only safe course to pursue during the next few years, while the Government is getting money to pay the war taxes.

You cannot possibly make a correct income tax report unless you keep a daily record of your business transactions, and it is up to every manufacturer and retailer of goods to comply with this law or suffer severe penalties.

In order to help our customers meet this new obligation we have arranged with the publishers of an accounting system that is at once simple, but adequate for all ordinary needs. "Greenwood's Approved Business and Income Tax Record" will give you an inexpensive book in which to keep all your accounts for the entire year. There is space for each day's transactions for a period of fifty-two weeks, and you can begin it at any date you choose.

The important thing is to make a beginning, and then carry it through, and save yourself from any chance of a lot of grief with the Internal Revenue Collector.

The publisher's price of this book is $5.00. We have arranged to supply all Noggle House customers with a copy for $3.00, plus postage.

For The Confectioner

AND FOUNTAIN DISPENSER.

A "CANDY WEEK" IS PROPOSED.

For two years, prior to America's entry into the world-war, the second Saturday in October had been set aside and observed as National "Candy Day," and things were just going fine in candy lines.

Last year, on account of sugar restrictions, the day was not observed. But at a meeting of the National Confectioners Association recently held in Springfield, Mass., the matter was up for discussion, and it was decided to revive the National day—but instead of one day only, to have a "Candy Week," as a single day is too little time in which to reap the benefits that come from preparations for such an observance.

A "Candy Week," it was argued, would enable retailers to make a special feature of the several kinds of candy they handle, by giving one day to each kind, and it would also enable them to take better advantage of dealers and jobbers advertising and helps in displays.

The question was raised as to the best season in which to hold the "week," some manufacturers advocating the month of May, and others October. As it was thought too late to prepare for a "Candy Week" in October this year, and as sugar supplies are still an uncertain quantity, the executive officers have taken the whole matter under advisement, and definite announcements will be made at a later date.

—N-O-G-G-L-E-

Thermopac, the new way to handle ice cream—no ice, no waste, no slop—keeps cream solid for 10 hours. Handiest thing out. See picture, description and prices on page 12.

—N-O-G-G-L-E—

Carbonators, Soda Fountains, Ice Cream Freezers, Ice Crushers—ask Noggle.

DEMAND FOR REPEAL OF OBNOXIOUS TAX LAW.

Petitions signed by confectioners and consumers throughout the United States are daily pouring into Washington asking Congress to repeal Section 630 of the new revenue law, which imposes a tax on soft drinks, ice cream, sodas and sundaes, and it is expected that this active campaign of marked disapproval on the part of interested merchants and the public in general will ultimately accomplish a revision of the obnoxious tax measure affecting leading lines of goods handled by the confectionery and allied industries.

In the petition to Congress it is set forth that the repeal is requested for the following sound and sensible reasons:

1. Because it is a tax on the daily meal of large and increasing number of people who take their luncheon at the soda counter.

2. Because it is an unjust burden on many children, whose greatest pleasure is an ice cream cone, a soda, or dish of ice cream.

3. Because it is unfair to tax ice cream at fountains and in ice cream parlors and not in hotels and restaurants.

4. Because it is a clumsy and unbusinesslike method of raising revenue; an annoying and most inconvenient tax to collect, and unnecessarily expensive to the Government for the amount of revenue secured.

—N-O-G-G-L-E—

A TRADE WINNER.

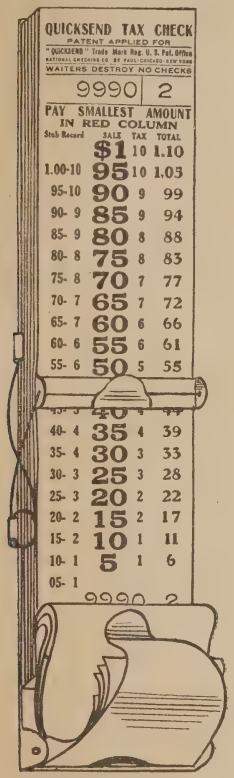
The present method of rinsing a glass in water and putting it on the drain to dry is wrong and unfair. In rush hours they do not dry before they are used again. The holder and the contents of the glass cover a multitude of sins. Even if they are dry they are not clean. To polish each glass requires labor. Some stores, however, do polish their glasses and tell their customers by displaying a sign "A clean, polished glass for each customer." They have reaped their profits accordingly.

—N-O-G-G-L-E—

You can make just as fine quality ice cream with Noggle's Ice Cream Powder, as with gelatine, and save a lot of money. It causes cream to hold up and give a fine body and smoothness. Requires no soaking—always ready for use. Full directions with each package.

THE QUICK-SEND TAX CHECK.

This is the quickest and safest device we have yet seen for computing the Internal Revenue Tax which is to be collected from the consumer after May 1 on all soft drinks, ice cream and fountain


QUICKSEND TAX CHECK
PATENT APPLIED FOR
"QUICKSEND" Trade Mark Reg. U. S. Pat. Office
NATIONAL CHECKING CO. BY PAUL CHECKS NEW YORK
WAITERS DESTROY NO CHECKS
9990 2
PAY SMALLEST AMOUNT IN RED COLUMN
Stub Record SALE TAX TOTAL
$1 10 1.10
1.00-10 95 10 1.05
95-10 90 9 99
90- 9 85 9 94
85- 9 80 8 88
80- 8 75 8 83
75- 8 70 7 77
70- 7 65 7 72
65- 7 60 6 66
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35- 4 30 3 33
30- 3 25 3 28
25- 3 20 2 22
20- 2 15 2 17
15- 2 10 1 11
10- 1 5 1 6
05- 1
9990 2

dishes. You simply tear off the check at regular sale price, shown by central row of figures, and the added tax is computed and appears in red figures in the right hand column—this total being the amount the customer pays. The stubs which remain on the pad enable you to check up your sales and compute the amount of tax that you owe the Government.

All checks are packed 5,000 in a carton, weighing 8 lbs., and are numbered from 1 to 5,000 consecutively. We do not break cartons. Stock checks can be shipped immediately. Fifty record sheets are included free. Prices are as follows:

Holders, each	$ 0.75
10,000 stock checks	7.50
25,000 stock checks	17.25
50,000 stock checks	30.00

If sent by parcel post, postage is additional. Send all orders to

THE S. W. NOGGLE COMPANY,
Kansas City, Mo.

ANOTHER STYLE OF CHECKS.

The A. B. C. Tax Checks come in two styles—numbered and unnumbered. The numbered, of course, is the better form for record and for checking up.

These checks can be marked with lead pencil, or punched with your own spring punch. Prices are as follows:

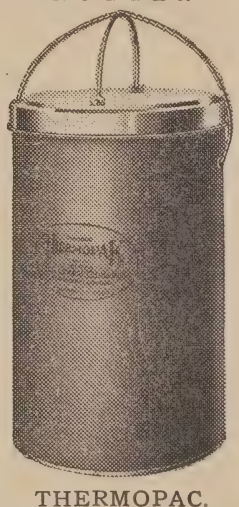
In 10,000 cartons, per carton, numbered $4.50, unnumbered $3.75.

Holders not absolutely necessary, but are a great convenience. These come extra at 50 cents each.

Beginning May 1st, you **must** keep track of all soft drink sales, and collect tax for Uncle Sam. He will slip into your place of business unannounced like a cigar or tobacco inspector, and ask to see your Soft Drink Sales Record. What will you do, if you have none? Rather, what will Uncle Sam do? You can guess!

Be ready! These Tax Checks are now available Order from Noggle for **quick service.** No orders taken for less than 10,000.

The S. W. Noggle Company,
—N-O-G-G-L-E—



THERMOPAC.

Think of it! A thermos for ice cream! No ice—no slop—no tubs or pails to be kicked around!

But a thermos-can in which you use a round paper box for the cream.

Buy one—and 100 paper cartons, or containers. Try it out—you will appreciate its great convenience and saving.

Ice cream keeps ten hours in this Thermopac. It is the swell way in which to send out a quart of ice cream.

Now made in quarts only—next year we will have half-gallons.

Price: Thermopacs, each, $1.00; 100 paper boxes or containers for same. $2.50.

FOR FOUNTAIN AND CANDY MEN.

Loganberry Highball.

Make the Loganberry highball in the regular way, adding to this the juice of one lime. Float a cherry on top and serve with straws.

Ginger Ale Float.

Take a split bottle of ginger ale and float a 14 to the quart ball of ice cream on top. Serve in a soda glass with a sprig of mint.

Red Raspberry Punch.

One oz. raspberry syrup, the juice of one lemon and one orange. Shake in a mixing glass and serve with cracked ice and fresh raspberry fruit.

Peach Dessert.

Place a small round scoop of peach or vanilla ice cream on a plate and press two peach halves against it on either side. Sprinkle the cream with nuts and surround the peaches with spun green candy.

Ice Chocolate.

Make a chocolate syrup by melting 1 cup of sugar, ½ cup water and 2 squares of chocolate. When this has boiled until thick—chill it. For one lemonade glass of ice chocolate use ¼ cup of this syrup, add 2 tablespoons of whipped cream and almost fill the glass with milk—Stir until well mixed and lastly, add a good serving of vanilla ice cream which will float on top and thoroughly chill the drink.

Coffee Ice.

Three quarts cream, 1½ pounds sugar, 24 yolks of eggs, 4 ounces coffee. Slightly roast the coffee, grind it and dilute or steep it with ½ pint boiling water. Work sugar and eggs in a large bowl, boil up the cream and stir it into sugar and eggs, add the coffee and cook in the farina boiler as described above. Strain, cool and freeze as usual.

Vanilla Cocoanut Kisses.

Melt a portion of cream fondant as for bon bons and add all the strip cocoanut it will stand. Set off fire and flavor vanilla. Take a glass of water and a teaspoon, dip out a spoonful of the candy at a time and slip it off on a wax paper with a fork. Always keep the spoon wet to work well.

Cocoanut Cream Rolls.

Take five pounds of fondant and work in all the grated cocoanut it will hold. Flavor with vanilla and form in rolls about one inch thick and four inches long. Dip in chocolate and roll in long strip cocoanut. When dry, cut in two on an angle.

Orange Cocoanut Creams.

Place in a kettle seven pounds of sugar and one-half pound of glucose with water enough to dissolve. Cook to 246 degrees and pour out on a dampened slab. Then pour over it one shredded cocoanut, also the grated rind of two oranges and flavor with a little oil of orange. When cold, cream it in the usual way, and let it stand for one hour. Then place the batch in a kettle and melt over steam, stirring constantly. Color a light orange and when melted pour in large pans lined with wax paper. When cold cut in bars of any desired size and wrap in wax papers.

Cocoanut Dainties.

Take any number of marshmallows and cut them in two with a sharp knife and roll them oblong, dusting them in corn starch to avoid sticking. Take some fondant cream, put in a double boiler, melt, and flavor with vanilla. Drop in your marshmallow pieces one at a time and remove with a bon bon dipper and roll in finely shredded cocoanut.

Butter Cream.

Place in a kettle 16 pounds sugar and 10 pounds glucose, 4 pounds caramel paste, 1 pound butter, and water enough to dissolve. Cook to 240 degrees, set off fire and stir in 10 pounds fondant. Stir until fondant is well melted, then pour small portions in starch.

—N-O-G-G-L-E—

TRUTH IN ERROR.

For the work of an absolutely inspired compositor we are indebted to the Boston Transcript—"The doctor felt the patient's purse and declared there was no hope."—London Opinion.

News Notes From the Field

Mrs. R. C. Hyde, Emporia, Kans., is making a booming success of the candy business. She makes nothing but high class goods and is having all she can do.

Henry Papanhausen, long established at McLouth, Kans., sold his bakery at Oscallosa, Kans., to W. D. Miller. Both Miller and Papanhausen are up to the minute bakers and are more than keeping busy.

The Patton Creamery & Ice Cream plant are doing their best to keep the home town cool with frozen dainties.

R. W. Profitt, of Collinsville, Okla., is all that his name implies and says in summer or winter a day don't get by without some profit to himself from his effort.

Mrs. E. F. Puffer, of Burlington, Kans., is always busy and never thinks the weather is too warm to keep things humming.

W. P. Lambert has sold his restaurant and candy business at Lebanon, Mo., to Mills & Holman.

Fred Lachmund, Springdale, Ark., reports everything coming along fine.

A. Tilman, Colby, Kans., has a kind word for the Bull Dog; says it helps him keep up with the latest ideas in baking lines.

C. L. Lahrman, Alamosa, Colo., is still on the job with one of the best equipped bakeries in that section of the country.

G. W. Smith has sold his lunch room at Manhattan, Kans., to Lee & McInteers.

The Noggle house had a call from Zella Thomason Bakery, of Eldorado, Kans., a few days ago, and reported business good and always ready to meet any demand by being well supplied with the Noggle line of bakery supplies.

J. F. Pfeifer, Conception Junction, Mo., recently added some new equipment to his bakeshop.

Miss Mary Parkinson, managing the Chocolate Shop at Lawrence, Kans., is having a fine trade in a fine line of goods.

S. H. Pemberton, proprietor of the City Bakery, Poteau, Okla., is bringing more efficiency to his shop by adding some needed equipment.

Pomeroy & Graham, who runs the "P. & G" bakery at Pittsburg, Kans., are having a splendid trade in all bakeshop lines.

Joe Nauberger, Ellis, Kans., is making things hum in the bakeshop line, despite the hot weather. Winter or Summer is all the same to him—he just keeps pushing ahead.

Nye & Bonewitz, Hobart, Okla., write that business is good, and they look for a bigger bread trade than ever.

Clay C. Neale, Appleton City, Mo., is having a nice ice cream trade in connection with his bakery.

John Perrung, Durango, Colo., who

has had his bakery leased the past two years, is back at the old stand once more, and is fixing the shop up for efficient work.

Nold & Laughlin, proprietors of the Model Steam Bakery at Bonham, Tex., report a nice trade in specialties this season.

Thornburg's Home Made Bread, "The Bread with the Taste," is giving C. G. all he can do for the good patrons at McFarland, Kans., believe in coming back for more.

R. L. Patterson, of Cody, Wyo., is giving his patrons quality baked goods and is keeping well supplied with the Noggle line of quality products. "Quality" is our hobby, also R. L.'s, so hop to it, we are with you.

"Made-Rite Bread," baked by R. L. Patterson, of Smithville, Mo., is worthy of its name, and has proven its merit by keeping the Patterson plant more than busy.

Frank Obert, Cottonwood Falls, Kans., is putting out a loaf that he has named the "Cottage Bread," which is growing to be a great favorite with the housewives of his town.

Geo. W. Osborne, Syracuse, Kans., writes that he is up to his neck in work. He has worked that motto of his, "We Strive to Please," till he has to strive almost day and night now to take care of his trade. Better slow down a little, Geo.

The Olympia Candy Co., Springfield, Mo., report trade in their line "Looking Up," since the dry spell set in July 1st.

Gus Otto, Liberal, Mo., finds trade in confectionery and ice cream booming these days.

Shirley's Candy Kitchen, at Chillicothe, Mo., has moved into their new store and now have one of the finest places in the state, and when we say this we don't bar any of the large cities.

Proctor Bros., proprietors of the Bon Ton Bakery, Helena, Ark., are doing a smashing business notwithstanding that it has been hotter'n blazes in that part of the country this summer.

A. P. Pennington, of Alva, Okla., reports a steady run of business in bakery goods at the "Snow Flake" shop.

Harold Pratt has opened a new confectionery shop in Ponca City, Okla. The Bull Dog wishes him success.

Geo. G. Gilliland has bought an interest in the H. W. Peters bakery at Wayoka, Okla., and the firm is now Peters & Co., and the shop will still be "The Home of Good Bread."

Ida E. Pollock, Lawrence, Kans., is making a splendid success of the old Wiedmann Confectionery Shop.

—N-O-G-G-L-E—

"Hey, Bill, 'ow many chops did we leave in the ice-box larst night fer breakfast?"

"Two, er course."

"Well, the blarsted dorg 'as got away with yours."—Sydney Bulletin.

—N-O-G-G-L-E—

A HINT TO DOUSE THE GLIM OR GO.

"That young man stayed very late again, Edith."

"Yes, papa; I was showing him my picture post-cards."

"Well, the next time he wants to stay late, you show him some of my electric-light bills."—Boston Transcript.

AUGUST, 1919, PRICE LIST

OF

S. W. Noggle Wholesale & Manufacturing Company

KANSAS CITY, MISSOURI

(Destroy all Previous Lists)

We go to press the 25th of each month. All prices are then good, but subject to change without notice. In commodities that fluctuate like sugar, glucose, etc., it is impossible to have a standing price that will cover. We therefore trust to our customer's fairness to accept the market.

READ THIS BEFORE ORDERING.

If a credit arrangement has not been established with us it is absolutely necessary to send references when ordering. Or, if in a hurry for the goods, send four or five dollars with the order, and the remainder can be paid on arrival of the shipment, and your references can be consulted for further use.

We positively will not ship goods C. O. D. without sufficient deposit with the order to cover the freight or express charges both ways. When remitting for Parcel Post shipment, add estimated amount for postage. Excess, if any, will be returned.

We invite credit business, but must be given ample opportunity to consult references and authorities before shipping.

Out-of-town references, in same mail with order, cannot be heard from so as to give quick shipment on terms. It is best to send remittance with first order, and also references. Then the latter can be looked up so as to take care of the next order on credit terms.

Customers selling out are not released from bills owing, even if their buyer does assume the bills. See that all your bills are paid. You are liable for them.

When ordering goods, sign individual names of owners—not the name of your confectionery or bakery.

New customers, or old customers starting new, or buying out business in new location, should mention where they have been in business before, so that we can identify them and thus give quick attention to the order.

BAKER'S AND ICE CREAM MAKER'S DEPARTMENT.

ACIDS

Acetic, Concentrated, per lb.	$0.35
Citric C. P. Crystals, per lb.	1.40
Citric, C. P. Powdered, per lb.	1.50
Tartaric, C. P. Powdered, per lb.	1.35
Tartaric, C. P. Crystals, per lb.	1.25

ALBUMEN CRYSTALS

	100-lb. cases	Less
Russian, per lb.	$2.40	$2.50

ALKALI SPECIAL

In 300-lb. bbls., per 100 lbs. $6.15
For use in tanks where bread tins are boiled.

ALMOND PASTE (Heide's)

	Single 5-lb. cans	Case 30-lbs.
Price, per lb.	$0.56	$0.55

AMMONIA (Carbonated) (a)

Powdered, 5-lb. cans, per lb.	.21
Less, per lb., in tin can	.27

(a) Use of ammonia in baking is forbidden in Kansas. We ship ammonia in cans only.

ANGEL CAKE POWDER (For Angel Food Cake)

In 1-lb. cans	$1.55
In 5-lb. cans	1.50
In 10-lb. cans	1.48
In 25-lb. cans	1.45

Formula—1 pint lukewarm water, 6 oz. Angel Cake Powder; beat this up real stiff. Above is equal to 1 pint egg whites. Makes excellent cakes for less money. Full directions with each package.

ANGELIQUE

None in stock.

APRICOTS (Evaporated)

50-lb boxes, per lb.	$0.35
In 25-lb. boxes, per lb.	.36
Less, per lb.	.37

BADEX

Single bags of 125 lbs., per lb.	$0.09½
In 5-bag lots, per lb.	.09¼
In 10-bag lots, per lb.	.09

B. D. SHORTENING (Noggle's Brand)

A high-grade shortening for baker's use. Of uniform grade, and is the equal of any compound, and can be used with excellent results, in all mixes. Sold at prevailing market prices.

BAKING POWDER (b)

Baker's Star—	
5 and 10-lb. cans, per lb.	$0.17
Per case, 12 5-lb. cans	9.30
Per case, 12 10-lb cans	18.00
Baker's Special, per case, 12 5-lb. cans	6.40
Per case, 12 10-lb. cans	12.00
Per single, 10-lb. can, per lb.	12½
Per single, 5-lb. can, per lb.	13
Zacapa, per case 60 lbs., per lb.	$0.10
Per Single, 5-lb. can, per lb.	.11
Baker's Delight, per case of 12 5-lb. cans	8.00
Per single 5-lb. can, per lb.	.14
Knoxall, in barrels of about 350 lbs., per lb.	.08
Drums, 175 lbs., per lb.	.08½
Drums, 125 lbs., per lb.	.09

BOILER COMPOUND

Wyandotte Boiler Cleaner, in 280-lb. bbls., per 100 lbs. $4.65

BORAX

5-lb. boxes, per lb. $0.15

BREAD SUGAR—Cerelose

Price, per 100-lb bag $9.50

BUTTER FLAVOR (Imitation)

Per gallon	$6.00
Per quart	1.75
Per pint	1.00

BUTTERMILK POWDER

In 200-lb. barrels, per lb.	$0.20
In 100-lb. drums, per lb.	.21

CAKE FILLER—Marshmallow

Make your own from Noggle's Quick-Action Marshmallow Powder. See full instructions and prices under Marshmallow Paste, second column, page 19.

CAKE FLAVOR (Ka-Flav)

A big saving over mace in price, and will satisfy as to quality.

In 1-lb. cans, per lb.	$0.50
In 6-lb. cans, per lb.	.45
In 30-lb. pails, per lb.	.42

CANNED FRUIT (See Pie Fruits)

CARAMEL CREAM (Perfection)

See Candy Maker's Department page 21.

CARAMEL COLOR
Per gal. (in 5-gal. lots).....$2.50
Per single gal..... 3.00
Per quart ..... .85

CEMENT (For Flues, Ovens, etc.)
10-lb. cans, per can 1.50

CERELOSE (Corn or Bread Sugar)
Per 100-lb. bag.....$9.50

CHEESE COLOR—Danish
In 1-gallon bottles only, per gal.....$3.50

CHERRIES (Evaporated)
Price, per lb.....None in Stock

CHILI BEANS (Pink)
Per lb.....$0.13
In bags, per lb..... .12

CHOCOLATE (Liquor or Bitter, for Baking)

	100-lb. Cases	10-lb. Cakes
Rex, per lb.....	$0.43	$0.45
Puritan, per lb.....	.41	.43
Nugget, per lb.....	.40	.42

CHOCOLATE (Sweet Coatings)

Invincible, per lb.....	$0.38	$0.40
Challenge, per lb.....	.37	.39
Peerless, per lb.....	.35	.37
Bitter Sweet, per lb.....	.40	.42
Milk Chocolate, per lb....	.42	.43

CHOCOLATE PASTE
Invincible, for making chocolate pies, icings, etc.

	5-lb. jars	2½-lb. jars	1¼-lb. jars
Per lb.	$0.45	$0.47	$0.50

Fla-ko, for your convenience in flavoring and coloring chocolate icings.
In 5-lb. cans, per lb.....$0.30
In 10-lb. cans, per lb..... .29

CITRON (f)

	35-lb. Drums	10-lb. Bxs.	5-lb. Bxs.
No. 2, per lb...	$0.35	$0.37	$0.38
No. 1, per lb...	.36	.38	.40
Fancy, per lb...	...	.40	.41
Lemon Peel	.30	.31	.32
Orange Peel	.30	.31	.32

CLEANING POWDER (g)

	250-lb. Bbls.	80-lb. Kegs	25-lb. Bags
Wyandotte, per 100 lbs....	$5.15	$6.20	$7.20
5-bbl. lots (one delivery) per 100 lbs.....			$5.02½
10-bbl. lots (one delivery) per 100 lbs.....			4.90
Bbls. of 50 5-lb. bags, per bbl.....			$5.15

Soap Chips, amber, per lb.....$0.23

15 lbs. Soap Chips, 15 lbs. Wyandotte C. and C., 50 gallons water, boiled together, makes 50 gallons of soft soap.

	250-lb. Bbls	75-lb. Kegs.	
Wyandotte Building Detergent, per 100 lbs..	$7.30	$8.35	
5-bbl. lots, per 100 lbs.		....	$7.17½
10-bbl. lots, per 100 lbs.		....	7.05
Bbls. of 50 5-lb. bags, per bbl.....			$21.40

Sweeping Powder (Bull Dog Brand)
Lays dust in sweeping. One handful goes as far as two of most others.
In 250-lb. drums.....$5.65

COCKROACH POWDER
Shure-Kure Roach Powder, in 1-lb. cans, per lb. $0.50
Dead Shot, in 1-lb. cans, per lb..... .50
Noggle's Perfection Roach and Insect Destroyer (Liquid).
Per gallon $7.00
Per pint 1.00
NEED MORE—A POWDER
(Kills Roaches, Ants, Flies, Mosquitos, Chicken Lice, Plant Lice, Rose Slugs, Fleas, Cabbage Worms, Boll Weevil, etc.)
Small Size, 4 oz. net, per can.....$0.25
Large Size, 1-lb. 4 oz. net, per can..... 1.00
Double-Quick—Fly and roach powder. The universal insect killer—kills 'em quick. Small size, $0.25; medium. $0.50; large.....$1.00
In 5-lb. cans, each.....$ 6.50
In 10-lb. cans, each..... 12.50
Rat-Swat—It embalms and dries them up.
Mammoth size, $3.00. Medium size, 50c.
Small size ..... .25

COCOA (Ground)

	200-lb. Bbls.	50-lb. Drums	5-lb. Cans
No. 1, per lb.....	$0.34	$0.35	$0.40
No. 2, per lb.....	.30	.32	.38
No. 3, per lb.....	.28	.31	.33

COCOA BUTTER AND SUBSTITUTES
See Candy Maker's Department page 21.

COCOANUT (Domestic)

	140-lb. Bbls.	50-lb. Boxes	Less
Thread, long, per lb.....	$0.31	$0.33	$0.34
Macaroon, fine ground, per lb..	.31	.33	.34
Sliced, or Chip (comes in wide strips) per lb.....	.32	.34	.35

COCOANUT (Ceylon Sugarless)

	120-lb. Cases	Less
Thread, long, per lb.....	$0.35	$0.36
Shred, short, per lb.....	.34	.35
Macaroon, fine ground, per lb....	.32	.33
Sliced, or Chip (comes in wide strips), per lb.....	.36	.37

COCOANUT OIL

	50-lb.	25-lb.	10-lb.	5-lb.
Konut, per lb.....	$0.30	$0.31	$0.32	$0.33

COLOR—CARAMEL (Noggle's Vegetable)
Per gal. (in 5-gal. lots).....$2.50
Per single gal..... 3.00
Per quart ..... .85
Noggle's Vegetable Brown Paste—especially adapted for coloring Ice Cream.
6-lb. Jars, per lb.....$0.45
3-lb. Jars, per lb..... .48
1½-lb. Jars, per lb..... .50

COLORS (Certified Form)

GOOD, STRONG LIQUID COLORS—NOGGLE'S	Pint Bottles	Quart Bottles
Brilliant Blue **Brilliant Green** **Brilliant Orange** **Brilliant Red (Light Red)** **Brilliant Rose (Dark Red)** **Brilliant Yellow (Lemon Shade)** **Special Yellow No. 1—Golden Shade Egg Color**	95c	$1.75

Any of above liquid colors in gallon lots.$6.50
Special Yellow No. 2, gallon, $4.50; quart, $1.25; pint. ..... .75

KOHNSTAMM'S CERTIFIED FORM PASTE COLORS	6-oz. Bottles	1-lb. Bottles
Brilliant Blue Paste **Brilliant Brown Paste** **Brilliant Crimson Paste*** **Brilliant Green Paste** **Brilliant Orange Paste** **Brilliant Red Paste, Light** **Brilliant Violet Paste** **Brilliant Yellow Paste**	$1.25	$2.50

Brilliant Pink Paste, 1-lb. bottle, $2.75; 6-oz. bottle 1.50
Brilliant Rose, Liquid, dark red, 1-lb. bot., $3.50; 6-oz. bottle $1.85
***Brilliant Crimson Paste Color gives practically the same color as Cerisole Red.**
6-oz. size 1.50
1-lb. size 2.75

Burnett's Paste Colors—
Blue, Green, Orange, Pink, Dark Red, Scarlet, Yellow.
3-oz. bottle $1.00
6-oz. bottle 1.50
12-oz. bottle 3.00
We are out of the Blue, Pink and Green in 3-oz. sizes.

COLORS LIQUID (Vegetable)

	1-lb. Bottles	½-lb. Bottles
Sap Light Red.....	$1.00	$0.60
Brilliant Rose	1.00	.60
Brilliant Orange	1.00	.60
Brilliant Green	1.00	.60
Brilliant Yellow	1.00	.60
Brilliant Blue	1.00	.60

Danish Cheese Color.
In 1-gallon bottles only, per gal.....$3.50

CONDENSED MILK

Per case of six 1-gal. cans.....$7.00

CONES

See under Ice Cream Cones, Page 18.

CORN STARCH

Market on all corn products changing daily; do not expect these prices to hold good from one day to the next. They are subject to daily changes.

	140-lb. Bag	50-lb. Bag	Less
Per 100 lbs.....	$7.25	$7.75	$0.08½
Per case of 40 1-lb pkgs....	3.60		

CREAM OF MAIZE

Market on all corn products changing daily; do not expect these prices to hold good from one day to the next. They are subject to daily changes.

In 100-lb. bags, per bag.....$5.33
Less quantity, per lb..... 5.60

CREAM TARTAR

	6-lb. Cans	Less
U. S. P. Pure, per lb.....	$0.84	$0.85
Compounds, per lb.....	.55	.58

CREAM TARTAR SUBSTITUTE

	10-lb. Cans	6-lb. Cans	Less
Aero Cream	$0.28	$0.29	$0.30
Monarch Cream, in 5-lb. cans, per lb.....			.35

CRYSTALIZED FRUITS AND FLOWERS

See Candy Maker's Department, Page 22.

CURRANTS (Recleaned)

	350-lb. Bxs.	50-lb. Bxs.	Less
Per lb.	$0.24	$0.25	$0.26

DANISH CHEESE COLOR

In 1-gallon bottles only, per gal.....$3.50

DATES

None in Stock.

DIASTO

	175-lb. bbls.	70-lb. drums	30-lb. box
Per lb.	$0.14	$0.14½	$0.16

DRAGEES (Silver)

Extra Small, No. 000—About 1-16" dia., per lb., $1.50; per ¼ lb.....$0.40

No. 0 about ⅛ in. dia., **No. 1** about 3-16 in. dia., **No. 2** about ¼ in. dia., **No. 3** about 5-16 in. dia., and **No. 4** about ⅜ in., dia. Any size, per lb. $1.00; per ¼ lb., $0.30.

Small irregular shape, assorted, or large irregular shape, assorted per lb, $1.00; per ¼ lb. $0.30.

EGG (Powdered Whole Egg)

In 10-lb. cans, per lb.....$1.25
In 5-lb. cans, per lb..... 1.28
Less, per lb..... 1.30

Guaranteed to work in baking wherever whole egg is needed. 1 lb. Whole Egg takes the place of 3¼ doz. shell eggs.

EGG YOLKS (Powdered)

Guaranteed to work in baking wherever fresh Yolks are needed. 1 lb. of Egg Yolk Powder takes the place of 4 doz. shell egg yolks.

Successful formula.—Soak 1 lb. egg yolk powder in 5 lbs. (5 pints) water at least 2 hours. Then add 1 oz. baking soda and let stand 2 hours longer. Keep in cool place.

In 10-lb. cans, per lb.....$1.20
In 5-lb. cans, per lb..... 1.22

EGLIKE (Compound)

Bbls. of 250 lbs., per lb.....$0.95
In 5-lb. cans, per lb..... 1.00
In 1-lb. cans, per lb..... 1.05

One pound Eglike equals 4½ dozen shell eggs.

EGG WHITES

Egg Albumen Crystals, per lb.....$2.50

EGG WHITE SUBSTITUTES

Noggle's Whip Top Powder, for meringues only.

	1-lb. cans	5-lb. cans	10-lb. cans	30-lb. drums
Per lb.....	$1.50	$1.45	$1.42	$1.40

Noggle's Angel Cake Powder (For Angel Food Cake).

In 1-lb. cans.....$1.55
In 5-lb. cans..... 1.50
In 10-lb. cans..... 1.48
In 25-lb. cans..... 1.45

ENAMEL (Cemcoat)

Made expressly for Bakery and Confectionery walls and wood work.

In 1-gal. cans, per gal..... 2.65
In 5-gal. cans, per gal.....$2.50
Kept in white color only.

Cemcoat Sizing—A coat of sizing insures a good, smooth surface for painting and holds the paint to the wood or metal.

In 1-gal. cans, per gal.....$2.65
In 5-gal. cans, per gal..... 2.50

EVAPORATED FRUITS

Apples—Choice evaporated, 50 lb. boxes per lb. .....None in Stock
Less, per lb.....None in Stock
Apricots—Choice evaporated, 50 lb. boxes, per lb. $0.35
25-lb. boxes, per lb..... .36
Less, per lb..... .37

Cherries—Evaporated	150-lb. bbls.	50-lb. Pail	Less
Imported.....	None in Stock		

Figs—Layer, 10-lb. boxes, per lb..... .33
Peaches—Evaporated.....None in Stock

Raspberries—Evaporated	210-lb. Bbl.	25-lb. Pail	Less
Dried, per lb.....	No Stock at Present		

EXTRACTS AND FLAVORS (i)

(1) These goods are made to give flavor to oven goods. The excessive heat kills the flavor of some vanilla. Select one of these and let your customers advertise your cookies and cakes.

BAKERS' GRADES.

VANILLA, Vanillin, Coumarin, Compounds.

Price per gal. in	10-gal. bbls.	5-gal. kegs	Single kegs	gal.	Per qt.	Per pt.
Burbox ...	$8.50	$9.00	$9.50	$10.00	$2.60	$1.45
Atlock	6.50	7.00	7.50	8.00	2.10	1.20
Kaffir	5.50	6.00	6.50	7.00	1.85	1.05
Exole	5.00	5.25	5.50	6.00	1.60	.95
Reno	3.50	3.60	3.75	3.85	1.00	.60

Baker's Grade.

LEMON Flavor—Terpeneless Compound.

Price per gal. in	10-gal. bbls.	5-gal. kegs	Single kegs	gal.	Per qt	Per pt.
Atlock	$8.00	$8.25	$8.50	$9.00	$2.35	$1.25
Kaffir ...	7.75	8.00	8.25	8.50	2.25	1.20
Exole	6.50	6.65	6.75	7.00	1.85	1.05
Reno (imitation)..	3.50	3.60	3.75	3.85	1.00	.60

ICE CREAM AND FOUNTAIN GRADES.

VANILLA, Pure Bean absolutely.

Price per gal. in	10-gal. bbls.	5-gal. kegs	Single kegs	gal.	Per qt.	Per pt
Superb ..	$12.00	$12.25	$12.50	$13.00	$3.25	$1.80
Challenge.	11.00	11.50	12.00	12.50	3.15	1.75
Oprig ...	....	....	....	9.00	2.35	1.30
Thurrig..	....	....	....	8.00	2.10	1.20

VANILLA, Vanillin and Coumarin Compounds.

Price per gal. in	10-gal. bbls.	5-gal. kegs	Single kegs	gal.	Per qt.	Per pt.
Invincible.	$9.00	$9.50	$9.75	$10.00	$2.75	$1.55
Climax ..	8.00	8.50	8.75	9.00	2.35	1.30
Puritan	7.00	7.50	7.75	8.00	2.10	1.20
Acme	6.00	6.50	6.75	7.00	1.85	1.05

LEMON Flavors—Terpeneless. Pure.

Price per gal. in	10-gal. bbls.	5-gal. kegs	Single kegs	gal	Per qt.	Per pt.
Superb ..	$12.00	$12.25	$12.50	$13.00	$3.25	$1.80
Invincible.	9.00	9.50	9.75	10.00	2.75	1.55
Burbox ...	8.25	8.50	8.75	9.25	2.40	1.35

LEMON Flavor—Terpeneless Compound.

Price per gal. in	10-gal. bbls.	5-gal. kegs	Single kegs	gal.	Per qt	Per pt.
Climax ...	$8.25	$7.50	$8.75	$9.00	$2.35	$1.30
Puritan ..	7.25	7.50	7.75	8.00	2.10	1.20

CONFECTIONERS' GRADES (j).

VANILA, Vanillin and Coumarin Compounds.

Price per gal. in	10-gal. bbls.	5-gal. kegs	Single kegs	gal.	Per qt.	Per pt.
Infernas ..	$8.00	$8.50	$8.75	$9.00	$2.35	$1.30
Zacapa ..	7.00	7.50	7.75	8.00	2.10	1.20
Victa	....	....	....	7.00	1.85	1.05

LEMON Flavor—Terpeneless Compound. (k).

Price per gal in	10-gal. bbls.	5-gal. kegs	Single kegs	Gal.	Per Qt.	Per Pt.
Infernas .	$10.00	$10.50	$10.75	$11.00	$2.85	$1.55
Zacapa ..	8.25	8.50	8.75	9.00	2.35	1.30

EXTRACTS, ASSORTED.

Almond, Anise, Caramel, Capsicum, Cassia, Chocolate, Clove, Coffee, Ginger (Jamaica), Honeysuckle, Mace, Nutmeg, Orange, Peppermint, Pistache, Rose, Wintergreen, Spearmint, Hoarhound, Caraway, Cardamon, Wild Cherry, Clover and Sassafras.

	Per gal.	Per qt.	Per pt.
Superb	$12.00	$3.25	$1.80
Invincible	10.00	2.75	1.55

Ether Compound Flavors

Strawberry, Pineapple, Banana, Peach, Cherry Maple, Violet, Blackberry, Raspberry, Apricot, Apple and Grape.

	Per gal.	Per qt.	Per pt.
Superb	$12.00	$3.25	$1.80
Invincible	10.00	2.75	1.55

MAPLE IMITATION FLAVOR.

	Per qt.	Per pt.	½ pt.
Perfection Brand	$3.00	$1.70	$1.00

One ounce of Perfection Maple flavors and colors 1 gallon simple syrup, making a fine imitation Maple Syrup.

	Per gal.	quart	Pint	½ pt.	4 oz.
Crescent					
Mapeline	$12.50	$3.50	$1.90	$1.10	$0.60

	Per gal.	Per qt.	Per pt.
Tutti Fruitti (1)	$8.00	$2.25	$1.20

True Fruit Extracts, Concentrated

Strawberry	per pint $1.50
Raspberry	per pint 1.50
Cherry	per pint 1.50

BURNETT'S EXTRACT AND FLAVORS

	Gallons	Half Gals.	Quarts
Vanilla	$18.00	$9.50	$5.50
Lemon	18.00	9.50	5.50
Almond Extract, per pint			$2.50
Raspberry Flavor (imitation), per pint			2.50
Strawberry Flavor (imitation), per pint			2.50

FIGS

Figs, Layer, 10-lb. boxes, per lb. $0.33

FIG PASTE

About 30 lbs. to kit, per kit $6.50

FLA-KO

For your convenience in flavoring and coloring chocolate icing.

In 5-lb. cans, per lb **$0.30**
In 10-lb. cans, per lb ..... **.29**

FLOUR

	50-lb. Bags	Less
Granulated, per lb	$0.21	$0.22

Oatmeal
Fine ground, per lb **$0.07**

Kora
(Wheat flour sub.), per 100-lb. bag **$6.75**

Potato Flour (White)
100-lb. sacks, per lb **$0.13**
Less, per lb ..... **.20**

Rye Flour, Dark, Pure. 98-lb. bags $4.35
48-lb. bags 2.35

Tapioca Flour—A good thickener.

	50-lb. Bags	Less
Granulated, per lb	**$0.21**	**$0.22**
Pulverized, per lb	.23	.24

	100-lb. Bags	Less
Rice Flour, per 100 lbs	$9.89	$10.85

Whole-Wheat—Purina—Checkerboard Brand.
24-lb. bags, per bag $1.70
48-lb. bags, per bag ..... None in stock
98-lb sacks, per sack ..... None in stock
Checkerboard wrappers, 14x18, 300 to bundle. Per bundle $1.30

FLY AND INSECT POWDER (Sure Killer)

DOUBLE QUICK.
Small size, $0.25; medium, $0.50; large ... $1.00
5-lb. cans, $6.50; 10-lb. cans $12.50

NEED MORE
(Kills Roaches, Ants, Flies, Mosquitoes, Chicken Lice, Plant Lice, Rose Slugs, Fleas, Cabbage Worms, Boll Weevil, etc.)
Small Size, 4 oz. net, per can $0.25
Large Size, 1 lb. 4 oz. net, per can 1.00

Dead Shot, in 1-lb. cans, per lb ..... .50
Shure-Kure Roach Powder, 1-lb. cans, per lb. .50
LACK-A-FLY, 8 oz. $1.75; 16 oz 3.00
Bellows for Lack-a-Fly, each 1.00

FLY PAPER—Tanglefoot

Per case of 5 cartons (250 double sheets) $4.25
Per carton of 50 double sheets 1.00

GELATINES (m)

	In 100-lb. cases	Less
Japanese, per lb	Out of Stock	
Silver Medal, in sheets, per lb	2.00	2.05

Gold Medal—Out of stock, unable to get any.

	140-lb. bbls.	Less
Shred. OUT—unable to get.		
Granulated.	Bbls.	Less
No. 1, per lb	$1.10	$1.15
No. 2, per lb	1.00	1.05

GLUCOSE

	650-lb. bbls.	350-lb. ½-bbls.	130-lb. Kegs	60-lb. Kegs
No. 43, per 100 lbs	$7.00	$8.00	$8.50	$9.00

GLYCERINE (Pure White)

In 50-lb. cans; per lb., $0.55 ..... less $0.60

GUMS

Arabic (Powdered), per lb. **$0.75**
Shellac (White), per lb. ..... **.65**
Ball (for Chewing Gum Machines):
Per box of 100 ..... $0.65
In 5 and 10 box lots, per box ..... .60

HOARHOUND HERB

See Candy Maker's Department page 33.

HONEY (Strained) (Strictly pure)

10-lb. can, per lb **$0.30**
60-lb. can, per lb ..... **.26**

ICING PASTE FLAVORS (Colored)

Invincible Brand—All flavors: Apple, Apricot, Banana, Blackberry, Bitter Almond, Caramel, Cherry, Coffee, Ginger, Lemon, Maple, Orange, Peach, Pineapple, Pistaschio, Plum, Raspberry, Rose, Strawberry, Tutti Frutti, Vanilla, etc.

	1¼-lb. Jars	2½-lb. Jars	5-lb. Jars
Per lb.	$0.50	$0.47	$0.45

Flako—Flavor and color for chocolate icings.
10-lb. can, per lb $0.29
5-lb. can, per lb ..... .30

Kremoline (banana, cherry, lemon, maple and pistashie flavors only).

	2-lb. Jars	5-lb. Jars
Per lb.	$0.50	$0.45

ICE CREAM POWDER (Noggle's)

1-lb. cans **$0.45**
5-lb. cans, per lb. ..... **.40**
10-lb. cans, per lb. ..... **.39**
25-lb. drums, per lb. ..... **.38**
50-lb drums, per lb. ..... **.37**
100-lb. drums, per lb ..... **.36**
225-lb. barrels, per lb ..... **.35**

ICING PRODUCTS

Not over 100 lbs. sold to a customer till shortage is relieved.

100-lb. drum	50-lb. bags	30-lb. bags	Less
$12.00	$12.20	$12.25	$12.50

ICING AND CAKE FILLERS.

Marshmallow Paste—A little of Noggle's Marshmallow Powder, as priced below, a little sugar, a little beating. Result: A fine marshmallow cake filling. See full directions under Marshmallow Paste, second column, page 19. Also, full directions with each can of powder.

Marshmallow Powder (Noggle's).
1-lb. can $1.50
5-lb. cans 1.45
10-lb. cans 1.42
24-lb. cans 1.40

ICE CREAM CONES

PURITY—Unsweetened, 5-inch

Box of 100	Box of 250	Box of 1200
$0.75	$1.75	$7.20

EVER-CRISP—A Sweetened Cone; "Can't Be Beat"; 5-inch.

Box of 100	Box of 250	Box of 1000
$0.85	$2.10	$7.50

SO GOOD—Unsweetened, 4½-inch.

Box of 100	Box of 1200
$0.55	$5.40

KAS-MO (A Cocoa Butter Substitute)

See Candy Makers' Department page 22.

JELLY (r)

Glucose Apple Jelly Compound.

B-D Brand Glucose Jelly, per kit.....$3.10
In 5 kit lots..... 3.05
In 10 kit lots..... 3.00

JELLY (Challenge)

Extra Glucose Sugar Apple Jelly Compound.

In 30-lb. kits, per kit.....$4.25

JELLY (Pure Sugar and Apple)

Layer Cake Filler or Marmalade (Perfection Brand)

True Fruit — Strawberry, Peach, Blackberry, Raspberry, Gooseberry, Pineapple and Apricot, in 30-lb. kits, per kit.....$5.75

Fig Paste.

In about 30-lb. kits, per kit.....$6.50

KA-FLAV (A Mace Substitute)

30-lb. pails, per lb., 42c; 6-lb. cans, 45c; 1-lb cans, 50c.

WHOLE POTATO FLOUR

	100-lb. bags	Less
Per lb.	$0.18	$0.20

KONUT

	50-lb.	25-lb.	10-lb.	5-lb.
Per lb.	$0.30	$0.31	$0.32	$0.33

KORA

Wheat Flour Substitute, per 100-lb. bag....$6.75

Lard—Use Noggle's B. D. Shortening

This is a much richer and better shortening, and can be used in baking to take the place of lard. Gives better results for less money.

Sold at prevailing market prices. Ask us for quotations.

LAYER CAKE FILLER (Marmalade Perfection Brand)

True Fruit — Strawberry, Peach, Blackberry, Raspberry, Gooseberry, Pineapple and Apricot, in 30-lb. kits, per kit.....$5.75

Marshmallow Powder

In 1-lb. cans, per lb.....$1.50
In 5-lb. cans, per lb..... 1.45
In 10-lb. cans, per lb..... 1.42
In 30-lb. cans, per lb..... 1.40

Try this powder. It makes the finest kind of layer-cake filling.

LEMON JUICE (Pure)

Use anywhere you would use fresh lemons.

3 doz. ½ points to case, per case.....$8.50
1 doz. ½ pints..... 3.00
½ pint bottle, each..... .30

LICORICE ROOT (7 inch)

See Candy Maker's Department page 22.

MAIZE (cream of)

Market on all corn products going up daily; do not expect these prices to hold good from one day to the next. They are subject to daily changes.

In 100-lb. bags, per bag.....$5.33
Less quantity, per lb..... 5.60

MALT (O. P. Liquid)

In ½ barrels (about 250 lbs.), per lb.....$0.13½
In 56-lb. cans, per lb..... .14½

MALT (Dry) (s)

	175-lb. bbls.	70-lb. drums	30-lb. box
Diasto (s). Per lb.	$0.14	$0.14½	$0.16

(s) If you want nice golden brown bread, moist and fresh, try this Diasto. This is similar to liquid malt in results. Saves 25 per cent of your sugar. Saves 25 per cent of your lard. Saves 10 per cent of your yeast.

MARSHMALLOW PASTE—(Noggle's)

How to make Marshmallow Cake Filling from Noggle's Quick Action Marshmallow Powder when quick results are wanted. Requires from 2 to 5 minutes to whip up: Dissolve 2½ ounces of Noggle's Quick Action Marshmallow Powder in 1 pint warm soft water. Whip up stiff. Fold in little at a time, 2 pounds sugar (half granulated and half powdered is best) and ¼ ounce cream of tartar. Flavor to suit with Noggle's Invincible Extract. This batch will cover about 450 square inches ¾ inch thick. While this product is ready to use as soon as made, it will keep several days if kept from the air.

Many fine recipes and full directions included with each can of powder. See prices below:

MARSHMALLOW POWDER (Noggle's)

For Icings and Layer Cake Filling—

1-lb. cans.....$1.50
5-lb. cans..... 1.45
10-lb. cans..... 1.42
30-lb. cans..... 1.40

MAZETTA (For Cream Work)

See Candy Maker's Department, page 22.

MILK (Condensed)

Per case of six 1-gal. cans.....$7.00

MILK (Powders)

(u) Real milk without the moisture. It has been difficult to make milk users appreciate that there really is such a thing—no imitation. But gradually all are learning that it does not sour. They don't have to wait for the milkman. Results just as good as with fresh milk.

MILK POWDER (M. & S.)

In barrels, per lb.....$0.31
In 50-lb. drums, per lb..... .33
In 10-lb. cans, per lb..... .35

MILK POWDER (Buttermilk)

In 200-lb. barrels, per lb.....$0.20
In 100-lb. drums, per lb..... .21

MINCEMEAT (Moist)

	450-lb. bbls.	250-lb. ½-bbls	150-lb. kegs	46-lb. kits	29-lb. kits

Invincible—Too warm to ship.

MINCEMEAT (Condensed)

Challenge, 5-lb. bricks.....$0.20
In cases of six 5-lb. bricks..... .19
In five case lots..... .17½
M. & S., in 5-lb. bricks..... .21
In case lots of six 5-lb. bricks..... .20
In five case lots..... 18½

MOISTO (The Cold Water Icing)

Makes icing that will keep fresh and moist for days. Ask for free sample.

In 5-lb. cans, per lb.....$0.35
In 10-lb. cans, per lb..... .32

MOLASSES (New Orleans) (v)

	50-gal. bbls.	half bbls.	10-gal. kegs.	5-gal. kegs.
Sunlight, Extra Light per gal.	$0.69	$0.76	$0.83	$0.85
Extra Choice. (Light). per gal.	.65	.72	.80	.84
Invincible (Medium), per gal.	.54	.60	.65	.70
Onola (Dark), per gal..	.48	.52	.63	.65
Berkley (Dark), per gal.	.44	.50	.58	.62
Berkley, in 15-gal kegs, per gal.				.54

MUSTARD

In gallon jugs, per gal.....$0.85

NOUGAT CREAM

See Candy Maker's Department page 22.

NUCOA BUTTER

See Candy Maker's Department page 22.

NUTS (Shelled)

	Price per lb Cases	Less
Almonds—Selects (28-lb. cases)	$0.63	$0.65
Almonds—Valencias (28-lb. cases)	.55	.57
Almonds—Jordans (28-lb. cases)	.58	.60
Black Walnuts (28-lb. cases)		Out of
Brazils—Pieces (28-lb. cases)		Out of
Cachew (28 cases)		Out of
Filberts (50-lb. bags)	.50	.52
Pecan (Halves) 28-lb. cases	out of	
Pecan (Pieces) 28-lb. cases	1.23	1.25
English Walnuts (⅛s) 55-lb. c	.92	.95
English Walnuts (pcs) 55-lb. c	.90	.93
Pignolias (28-lb. cases)	.48	.50
Pistachios (28-lb. cases)		none

	5-bag lots	125-lb. bags.	less
Peanuts, No. 1 Spanish	$0.16	$0.16½	$0.17½

OATMEAL (Fine Ground)

Per lb. $0.07

OILS ESSENTIAL

Almond, per lb	$14.00
Anise, per lb	3.00
Cassia, per lb.	3.00
Clove, per lb.	3.00
Lemon (H. P. Imported), per lb	3.00
Lemon (Imitation Oil of), per gal	5.00
Lemon (Imitation Oil of), per qt	1.50
Lemon Oil Emulsion, per gal	6.00
Lemon Oil Emulsion, per qt	1.75
Lime, per lb.	5.00
Mace, per lb.	1.90
Nutmeg, per lb.	1.30
Orange (Sweet), per lb.	5.50
Orange Oil Emulsion, per gal	6.00
Orange Oil Emulsion, per qt	1.75
Peppermint, per lb.	10.50
Spearmint, per lb.	6.00
Sassafras	2.00
Wintergreen (Oil of Betula), per lb.	4.25

OIL (Cottonseed). Write for prices.

OIL (Slab)

See Candy Maker's Department, Page 23.

OVEN CEMENT (For Flues, etc.)

In 10-lb. cans, per can $1.50

PAINT (Cemcoat Enamel)

Made expressly for Bakery and Confectionery walls and wood work.

In 5-gal. cans, per gal. . . . $2.50
In 1-gal. cans, per gal. . . . 2.65

Kept in white color only.

Cemcoat sizing—A coat of sizing insures a good, smooth surface for painting and holds the paint to the wood or metal.

In 1-gal. cans, per gal. . . . $2.65
In 5-gal cans, per gal. . . . 2.50

PARAFFINE

Per lb. $0.20

PARAFFINE SUBSTITUTE

	100-lb. cases	10-lb. cake
Parasub, per lb	$0.32	$0.34

PEANUT BUTTER

	10-lb. cans	25-lb. cans	50-lb. cans
Price, per lb	$0.27	$0.25	$0.23

PEELS

	25-lb. boxes	10-lb. boxes	Less
Lemon	$0.30	$0.31	$0.32
Orange	.30	.31	.32
Citron.			
No. 2, per lb	.35	.37	.38
No. 1, per lb	.36	.38	.40
Fancy, per lb	...	.40	.41

PIE FILLING POWDERS

	10-lb. Pails	14-lb. Pails	Less
Lemon, per lb	$0.18	$0.19	$0.20
Orange, per lb	.18	.19	.20
Chocloate, per lb	.18	.19	.20
Cream, per lb	.18	.19	.20
Strawberry Cream, per lb.	.18	.19	.20
Pineapple Cream, per lb.	.18	.19	.20
Cherry Cream, per lb.	.18	.19	.20
Custard, per lb.	.28	.30	.32

(w) Water, only, added to these pie filling powders; then slightly cooked. Directions with each package. Samples free.

PIE FRUITS (Solid Pack Cans)

	Case Lots
Apples—	
New York—No. 10, case of 12 cans	$6.60
5 case lots	6.50
Arkansas—No. 10, per doz	5.35
5-doz. lots, per doz	5.25
Apricots—No. 10, 12 to case	
5 case lots	10.75
1 case lots	11.00
Blackberry—12 cans to the case	Out of
Cherries—Fancy No. 10, case of 12	Out of
Gooseberries—No. 10, 12 to case	Out of
Logan Berries—Out of stock.	
Peaches (pld.)—No. 10 Cal., 12 to c.	9.60
5 case lots	9.50
Pineapples—Grated, per doz	12.00
Pumpkin—No. 10s, per doz	4.00
Pumpkin—No. 3, per case 2 doz	3.50
Rhubarb—No. 10, 12 to case, per case	Out of

PIE FRUITS (Evaporated)

Apples—Choice evaporated.
50-lb. boxes, per lb. 12c; less . . . . None
Apricots—Choice evaporated.
50-lb. boxes, per box $0.35
25-lb. boxes, per lb 36
Less, per lb 37

Cherries—Evaporated.

	150-lb.	50-lb.	Less
Imported			Out of stock

Peaches—Evaporated, 25-lb. boxes, per lb. . None

	210-lb. bbl.	25-lb. pail	Less
Raspberries. Choice Evap., per lb.—No stock at present.			

PIE PLATES (Paprus)

	5 in.	6 in.	7 in.	8 in.	9 in.
500 in bundle					
Per 1,000	$1.95	$2.10	$2.45	$2.70	$3.00

10c per 1,000, less in 10,000 lots.

PIE TOP POWDER

For tops of soft pies and merangues.

	1-lb. can	5-lb. can	10-lb. can	30-lb. drum
Per lb	$1.50	$1.45	$1.42	$1.40

PINK BEANS (For Chili)

Per lb. $0.13
In bags, per lb. 13

POTATO FLOUR

	200-lb. sacks	Less
White, per lb	$0.16	$0.18
Whole, per lb	.18	.20

POP CORN

Snow Pop, per lb $0.12½ $0.14

RAISINS (xx)

	50-lb. cases per. lb.	Less per lb.
Bleached.	None in stock	
Seedless Sultanas (small, grow without seeds)	$0.18	$0.19
5-case lots, 250 lbs., per lb	.17½	....
Seeded Raisins (large raisins with seeds removed) in 25-lb. boxes, per lb	.14	.16
In 10-case lots, per lb	.13½	....

RASPBERRIES

	210-lb. bbls.	25-lb. pails	Less
Evaporated, per lb	No stock at present.		

RAT-SWAT

It embalms and dries them up.

Small size	$0.25
Medium size	.50
Mammoth size	2.00

RICE FLOUR

	100-lb. Bags	Less
Rice Flour, per 100 lbs	$9.89	$10.25

All Prices Subject to Change Without Notice.

ROACH EXTERMINATORS

Dead Shot, etc. Same as under Cockroach Powder, which see on page 16.

SALT (Liberty Brand)

Single barrels of 280 lbs.	$3.85
5-barrel lots, per barrel	3.75
10-barrel lots, per barrel	3.65
25-barrel lots, per barrel	3.60

Sold in barrels only. Price F. O. B. Kansas City. Ask for special price on car lots (about 150 barrels).

SALT (Rock)

In 10-bag lots, per bag	$1.40
In 200-lb. bags, per bag, each	1.50

SEEDS

	125-lb. bags.	Less
Anise Seed—Out of stock. Unable to get.		
Caraway seed, whole	$0.57	$0.60
Caraway seed, ground	..	.98
Blue Poppy	.75	.78
Coriander seed, ground	.08	.10
Cardamen seed, ground	..	1.75
Black Mustard	.20	.21
Yellow Mustard	.30	.35

SHORTENING—Use Noggle's B. D. Brand.

This is a high quality vegetable shortening of uniform grade, and can be used in baking wherever mix calls for butter, lard or any compound. Gives the same results at less cost.

Sold at prevailing market prices. Ask us for quotations.

SOAP CHIPS (see page 16)

SODA (Bi-Carbonate)

	400-lb. bbls.	112-lb. kegs	Less
Per lb.	$0.05½	$0.06	$0.07

SPICES (Ground) (y)

	bbls.	drums	10-lb. cans	6-lb. cans	Less
Cinnamon					
Invincible brand, pure	$0.35	$0.36	$0.37	$0.38	$0.40
Challenge brand, pure	.31	.32	.33	.34	.36
Ginger					
Invincible brand, pure	.25	.26	.27	.28	.30
Ka-Flav—A Mace substitute. 30-lb. pails, per lb., 42c.; 6-lb. cans, 45c; 1-lb. cans, 50c.					
Mace					
Invincible brand, pure	.80	.82	.85	.90	.92
Nutmeg					
Invincible brand, pure	.55	.60	.65	.66	.68
Allspice					
Invincible brand, pure	.19	.20	.21	.22	.24
Cloves					
Invincible brand, pure	.45	.46	.47	.48	.50
Pepper	..	..	..	..	..
Invincible brand, Black, pure	.46	.47	.48	.49	.50
White, pure	.49	.50	.51	.52	.54
Cayenne	.45	.46	.47	.48	.50
Mustard, pure	.32	.33	.34	.36	.38
Sage, Rubbed, pure	.26	.27	.28	.30	.32
Coriander, pure	.15	.16	.17	.18	.20

SUGAR (BREAD)—Cerelose

Price, per 100-lb. bag $9.50

SWEEPING COMPOUND (B.-D. Brand)

Lays dust in sweeping. One handful goes as far as two of most others.

In 250-lb drums $5.65

TAPIOCA FLOUR

	50-lb. drums	Less
Pulverized, per lb.	$0.23	$0.24
Granulated, per lb.	.21	.22

VANILLA (see Extracts)

WAFER (or Rice Paper)

100 sheets (about 2-lbs. to package per package ..... none in stock

WHIP TOP POWDER

For tops of soft pies and merangues.

1-lb. can	5-lb. can	10-lb. can	30-lb. drum
Per lb. $1.50	$1.45	$1.42	$1.40

WYANDOTTE SANITARY CLEANER AND CLEANSER

	280-lb. bbls.	80-lb. kegs	25-lb.
Wyandotte, per 100 lbs.	$5.15	$6.20	$7.20
5-bbl. lots (one delivery) per 100 lbs.			$5.02½
10-bbl. lots (one delivery) per 100 lbs.			4.90
Bbls. of 50 5-lb. bags per bbl.			$15.45

Wyandotte Building Detergent,	250-lb. bbls.	75-lb. kegs.
per 100 lbs.	$8.35	
5-bbl. lots, per 100 lbs.	....	$7.17½
10-bbl. lots, per 100 lbs.	....	7.05
Bbls. of 50 5-lb. bags, per bbl.		$21.40

Candy Makers' Department

ACIDS

See Baker's Department page 15.

ALBUMEN CRYSTALS

	100 lb. cases	Less
Russian, per lb.	$2.40	$2.50

ANGELIQUE

See Baker's Department page 15.

BALL CHEWING GUM

For use in Gum Machines.

Per box of 100	$0.65
In 5 and 10 box lots, per box	.60

CARAMEL CREAM (Laurel)

About 50-lb. kegs, per lb. $0.25

CHILI BEANS (Pink)

See Baker's Department page 16.

CHOCOLATE (Bitter, Sweet and Milk)

See Baker's Department page 16.

COCOA BUTTER

Per lb. $0.50

COCOA BUTTER SUBSTITUTE

	56-lb. Cases	Less
Kasmo, per lb.	$0.32	$0.34
In-Re-Co., per lb.	.33	.35
Kokoreka, per lb.	.33	.35
High-Melt (melts at 140 deg.	.45	.47
Nucoa Butter, per lb.	.33	.35

COCOANUT OIL

	50-lb.	25-lb.	10-lb.	5-lb.
Konut, per lb.	$0.30	$0.31	$0.32	$0.33

COCOANUT (Domestic)

	140-lb. Bbls.	50-lb. Drums	Less
Thread, long, per lb.	$0.31	$0.33	$0.34
Macaroon, fine ground, per lb.	.31	.33	.34
Sliced, or Chip (comes in wide strips), per lb.	.32	.34	.35

COCOANUT (Ceylon Sugarless)

	120-lb. Cases	Less
Thread, long, per lb.	$0.35	$0.36
Shred, short, per lb.	.34	.35
Macaroon, fine ground, per lb.	.32	.33
Sliced, or Chip (comes in wide strips), per lb.	.36	.37

COLORS (Liquid and Paste)

See Baker's Department page 16.

CONDENSED MILK

See Pages 17 and 22.

CONES—ICE CREAM

PURITY—Unsweetened, 5-inch

Box of 100	Box of 250	Box of 1200
$0.75	$1.75	$7.20

EVER-CRISP—A Sweetened Cone; "Can't Be Beat"; 5-inch.

Box of 100	Box of 250	Box of 1000
$0.85	$2.10	$7.50

SO GOOD—Unsweetened, 4½-inch.

Box of 100	Box of 1200
$0.55	$5.40

MARSHMALLOW CONE—A small cone filled with marshmallow to retail at 1 cent each. Per 100, 75 cents; per 1,000, $7.00.

All Prices Subject to Change Without Notice.

CREAM TARTAR

	6-lb. Cans	Less
U. S. P. Pure, per lb.	$0.54	$0.55

CRYSTALLIZED FRUITS

Cherries (pieces) in 30-lb. pails, per lb.	$0.50
Less, per lb.	.55
Imported (whole) 8¼ lb. boxes, per lb.	.75
In 5-lb. boxes, per lb.	.77
Pineapple Cores, in 25-lb. boxes, per lb.	.50
Less, per lb.	.55
Pineapple Slices, in 5-lb. boxes only. per lb.	.70
Pineapple Fingers, in 6-lb. boxes only. Per lb.	.65
Assorted Fruit, in 5-lb. boxes. Per lb.	.75
In 1-lb. fancy boxes, per lb.	1.00
Ginger, 1-lb. cans, per can	.75
In 5-lb. lots, per lb.	.73

CRYSTALLIZED FLOWERS

Mint Leaves, per lb.	$1.50
Rosebuds, white, per lb.	1.30
Rosebuds, pink, per lb.	1.30
Rose Leaves, pink, per lb.	1.30
Rose Leaves, white, per lb.	1.30
Violets, per lb.	1.65

DATES

None in Stock.

EXTRACTS AND FLAVORS

The candy kettle will not burn out the flavor. Select one of these and let your customers advertise your candies.

CONFECTIONERS' GRADES (J).

VANILLA, Vanillin and Coumarin Compounds.

Price per gal. in	10-gal bbls.	5-gal. kegs	Single kegs	Per gal.	Per qt.	Per pt.
Infernas	$8.00	$8.50	$8.75	$9.00	$2.35	$1.30
Zacapa	7.00	7.50	7.75	8.00	2.10	1.20
Victa				7.00	1.85	1.05

Lemon Flavor—Terpeneless Compound (k).

Price per gal. in	10-gal bbls.	5-gal. kegs	Single kegs	Per gal.	Per qt.	Per pt.
Infernas	$10.00	$10.50	$10.75	$11.00	$2.85	$1.55
Zacapa	8.25	8.50	8.75	9.00	2.35	1.30

EXTRACTS, ASSORTED

Almond, Anise, Caramel, Capsicum, Cassia, Chocolate, Cleve, Coffee, Ginger (Jamaica), Honeysuckle, Mace, Nutmeg, Orange, Peppermint, Pistache, Rose, Wintergreen, Spearmint, Hoarhound, Caraway, Cardamon, Wild Cherry, Clover and Sassafras.

	Per gal.	Per qt.	Per pt.
Superb	$12.00	$3.25	$1.70
Invincible	10.00	2.75	1.55

Ether Compound Flavors

Strawberry, Pineapple, Banana, Peach, Cherry, Maple, Violet, Blackberry, Raspberry, Apricot, Apple and Grape.

	Per gal.	Per qt.	Per pt.
Superb	$12.00	$3.25	$1.80
Invincible	10.00	2.75	1.55
Tutti Fruitti	7.00	2.00	1.15

True Fruit Extracts, Concentrated

Strawberry	per pint $1.50
Raspberry	per pint 1.50
Cherry	per pint 1.50

FIGS

Figs, Cooking, 50-lb boxes, per lb.	None
Layer Figs, 10-lb. boxes, per lb.	$0.33

FLY PAPER—Tanglefoot

Per case of 5 cartons (250 double sheets)	$4.25
Per carton of 50 double sheets	1.00

FOUNTAIN FRUIT SPECIALTIES

See Pages 23 and 24.

GELATINES (m)

	In 100-lb. cases	Less
Japanese, per lb.	None in stock	
Silver Medal, in sheets, per lb.	$2.00	$2.05

Gold Medal—Out of stock, unable to get any.

Shred.
OUT—Unable to get.

Granulated.	Bbls.	Less
No. 1, per lb.	$1.10	$1.15
No. 2, per lb.	1.00	1.05

GLUCOSE

	650 lb. bbls.	350 lb. ½-bbls.	120 lb. Kegs	60 lb. Kegs
No. 43, per 100 lbs.	$7.00	$8.00	$8.50	$9.00

GLYCERINE (Pure White)

In 50-lb. cans, per lb.	$0.55
less	$0.60

GUMS

Arabic (Powdered), per lb.	$0.75
Shellac (White), per lb.	.65
Tragacanth (Turkish), per lb.	1.50
Ball for chewing gum machine, per box of 100	.65
In 5 and 10 box lots, per box	.60

HIGH-MELT (Melts at 140 deg. F.)

A cocoa butter substitute, for use in candy making—everything except chocolates. Use 1 oz. to 5-lb. batch. Extra fine for chewing candies.

56-lb. case, per lb.	$0.45
Less, per lb.	.47

HOARHOUND HERB

Per lb. $0.55

ICE CREAM CONES

See under Cones.

KAS-MO (A Cocoa Butter Substitute)

Get next to Kas-Mo—the best substitute for Cocoa Butter on the market.

	56-lb. Cases	Less
Per lb.	$0.32	$0.34

KOKOREKA

	56-lb. Cases	Less
Per lb.	$0.33	$0.35

KONUT

	50-lb.	25-lb.	10-lb.	5-lb.
Per lb.	$0.30	$0.31	$0.32	$0.33

LICORICE ROOT (7 inch)

Per lb. $0.60

MAZETTA CREAM (for Cream Work)

	420-lb. Bbls.	200-lb. ½-Bbls.	100-lb. Kegs	50-lb. Kits
Per lb.	$0.12¾	$0.13¼	$0.15	$0.16

*We do not carry in stock, Bbls. or ½-Bbls. of Mazetta Cream. Price quoted on these is F. O. B. Chicago.

MILK (Condensed)

Per case of six 1-gal. cans $7.00

NOUGAT CREAM (for Making Nougat)

	200-lb. Bbls.	110-lb. ½-Bbls.	50-lb. Kegs
Per lb.	$0.21	$0.23	$0.23½

We don't carry barrels in stock. Price quoted is F.O.B. factory.

NUCOA BUTTER

A good Cocoa Butter substitute.

	56-lb. Cases	Less
Per lb.	$0.33	$0.35

NUTS (Shelled)

See under Baker's Department, page 38.

OIL (Essential)

See under Baker's Department, Page 38.

OIL (Cocoanut)

Used for cooking nuts, baking, etc.——a pure cocoanut oil.

	50-lb.	25-lb.	10-lb.	5-lb.
Per lb.	$0.30	$0.31	$0.32	$0.33

OIL (Slab)

Per gal. $3.00

PAINT (Cemcoat Enamel)

Made expressly for Bakery and Confectionery walls and woodwork.

In 1-gal. cans, per gal.	2.65
In 5-gal. cans, per gal.	$2.50

Kept in white color only.

Cemcoat sizing—A coat of sizing insures a good, smooth surface for painting and holds the paint to the wood or metal.

In 1-gal. cans, per gal.	$2.65
In 5-gal. cans, per gal.	2.50

PARAFFINE

Per lb. $0.20

PARAFFINE SUBSTITUTE

	100-lb. Cases	10-lb. Cake
Parasub, per lb.	$0.32	$0.34

All Prices Subject to Change Without Notice.

POP CORN

	Bags	Less
Snow Pop, per lb	$0.12½	$0.13½

SLAB OIL (for use on Candy Slabs)

Per gallon $3.00

SODA (Bi-Carbonate)

See Baker's Department, page 11.

STARCH

See Corn Starch under Baker's Dept., page 17.

VANILLA

See Extracts.

WAFER (or Rice Paper)

100 sheets (about 2-lbs. to package) per package ..... None in stock.

FOUNTAIN SUPPLIES

ACID (Fountain)

	No. 1	No. 2
Phosphate, per gal	$2.00	$1.00
Phosphate, per quart	.55	.30
Fruit, per gal	3.00	2.00
Fruit, per quart	.80	.55

ALLEN'S RED TAME CHERRY

Per gallon	$3.00
In 4 1-gal. jug lots, per gal	2.90
In 10 1-gal. jug lots, per gal	2.80

APPLJU ("Drink an Apple")

Size of Bottle	Weight Per Case	Bottles Per Case	Price Per Case
6 oz.	57 lbs.	4 doz.	$5.97
14½ oz.	55 lbs.	2 doz.	5.70

Federal tax paid by manufacturers.

BEVO—The New Drink

2 dozen to the case, per case $2.50
90c allowance for full case of empties returned, freight prepaid to Kansas City.
Missouri state tax and government Federal tax paid.

BROMO-SELZER

½-lb. bottles, per bottle $1.10

BUTTER SCOTCH SUNDAE DRESSING

Mallo-Scotch, in ½-gal. cans, per can $1.65

CARBONATED WATER

Case 50 Qts.	Carbonated Water	$6.00
Case 100 Pts.	Carbonated Water	3.50
Case 100 Qts.	Carbonated Water	7.00

Allowance for bottles in their cases, if freight prepaid to K. C.:

Qts., each	$0.02
Pts., each	.01½
Splits, each	.01

CHOCOLATE (Liquid Cocoa)

In ½ gal. jars, 6 to case, per doz. $18.00

CHOCOLATE PASTE

	5-lb. jars.	2½-lb. jars.
Per lb	$0.45	$0.50

CIDER FLAVORS—Imitation

	Per gal.	Per qt.
Orange	$5.00	$1.50
Blackberry	6.00	1.75

COCOANUT—Toasted

Better than ground nuts for Sundae topping.
In 53-oz. can, per can $1.35

COCA-COLA

	1-gal. jugs.	5-gal. kegs.	10-gal. kegs.	40-gal. bbls.
Per gal.	$2.00	$1.85	$1.75	$1.50

COCOA-MIL-KOKE—For Hot Chocolate

In 5-lb. cans, per lb $0.40
In 10-lb. cans, per lb ..... .38
Ready to use; add hot water, top with marshmallow, and serve.

FOAM PREPARATION (Soda Foam)

	Per gal.	Per qt.
No. 1	$3.00	$0.80
No. 2	1.50	.40

FRUITS (Crushed and Whole)

(For Fountain Use) In ½ gal. jars. 6 to the case.	C. F. J. Co.'s Per doz.	Frutana Naboth or S. W. N. Per doz.
Butterscotch Sundae	$22.00	$21.00
Caramel Nut	31.00	$30.00
Cherries, crushed	34.00	28.00
" W. & B.	None	28.00
" W. & B. gal. crocks	None	50.00
" W. & B. gal. crocks	None	4.50
" ruby. shredded	35.00	30.00
" whole, select ruby	40.00	38.00
" whole, white	37.00	37.00
" green Creme de Menthe	37.00	37.00
Chop Suey	18.00	20.00
Cocoa Syrup, Dark	18.00	18.00
Figs, shredded	24.00	24.00
Peaches, crushed	24.00	20.00
Peaches, sliced	30.00	30.00
Pineapple, crushed	35.00	24.00
" cubes	36.00	None
" ruby crushed	36.00	30.00
Raspberry, black, whole	36.00	30.00
" red, crushed	36.00	30.00
Strawberry	48.00	38.00

FRUIT SYRUPS

(Concentrated, 1 gal. jugs only)	C. F. J. Co.'s Per gal.	Frutana Naboth or S. W. N. Per gal.
Banana	$3.00	$2.75
Blackberry	3.00	2.75
Cherry	3.50	3.00
Cocoa	None	2.50
Coffee	3.00	2.75
Cream of Mint	3.00	2.75
Grape	3.00	2.75
Lime Freeze	3.00	2.75
Lemon Messina	3.25	3.00
Mint, Freeze	3.00	2.75
Nectar	3.00	2.75
Orange	3.25	2.75
Peach	3.00	2.75
Pineapple	3.50	3.00
Raspberry	3.50	3.00
Red Raspberry	3.50	3.00
Red Orange	3.25	3.00
Strawberry	3.50	3.50
Vanilla	3.00	2.75

FOUNTAIN SYRUPS (Concentrated)

	Gal. jugs only
Banana, per gal	$2.75
Blackberry, per gal	2.75
Cherry, per gal	3.00
Chocolate, per gal	2.50
Cocoa	2.50
Coffee, per gal	2.75
Faust Gingerale, per gal	2.75
Ginger, per gal	2.75
Grape, per gal	2.75
Lemon, per gal	2.75
Maple, per gal	2.75
Nectar, per gal	2.75
Orange, per gal	2.75
Peach, per gal	2.75
Pineapple, per gal	2.75
Raspberry, per gal	3.00
Sarsaparilla, per gal	2.75
Sherbet, per gal	3.00
Strawberry, per gal	2.75
Vanilla, per gal	2.75

PREPARED Fountain Syrups—Ready to Serve.
Per gal....$2.10 ½-gal....$1.25 Qt....$0.75

GINGERALE SYRUP (Waukesha)

(Concentrated Syrup—make genuine Waukesha Gingerale. Better than bottled goods.)

Used at Fountain with carbonated water, 1 oz. to 8 oz. glass; cheaper than bottle gingerale, and better.

In quart serving bottles, each $0.75
Per gallon (in four 1-quart bottles) 3.00

All Prices Subject to Change Without Notice.

GINGERALE

	Genuine Waukesha	Eads
1 case of 50 24-oz. (quarts)	$ 8.80	$7.70
1 case of 100 12-oz. (pints)	11.00	9.90
1 case of 100 6-oz. (½ pints)	9.90	8.80

Federal tax paid by manufacturers.

GRAPE JUICE

Welch Per Case

4-oz.—6 doz. to case ..... out of stock
Pts.—2 doz. to case ..... out of stock
Qts.—1 doz. to case ..... out of stock
Federal tax paid by manufacturers.

HOT SODA GOODS

BOUILLON

Chicken, in pint bottles, per doz.	$ 5.00
Oyster, in pint bottles, per doz.	3.50
Fluid Beef, in pint bottles, per doz.	15.00
Beef and Tomato, quarts, per doz.	9.00
Beef Tea Extract, pints, doz.	12.00
Beef Tea Extract, ½-gallon, gal.	6.75
Beef Tea Extract, gallons, gal.	6.50
Chicken Bouillon, pints, per doz., C. F. J.	6.50
Clam Bouillon, 10 oz. cans, per doz.	4.00
Coffee Extract, pints, doz.	18.00
Ginger, pints, doz.	18.00
"Hot Stuff," quarts, per doz.	9.00

LIME JUICE—Pure

Per doz. so-called quarts (23-oz.) $10.00
Per each so-called quarts (23-oz.) 1.00
One 23-oz. bottle is equal to 125 limes.
This lime juice is pressed from ripe fruit on the plantation where grown, making it of better flavor and more economic than using limes.

MALLOW—MARSHMALLOW-CREME

1-gallon cans.

Vanilla Flavor, per can $1.30
Caramel Flavor, per can 1.30
Maple Flavor, per can 1.30

MALTED MILK—Milkose

In 10-lb. cans, per lb $0.35
In 25-lb. cans, per lb ..... .32
In 100-lb. lots—4 25-lb. cans, per lb ..... .30

MALTED MILK (Borden's Eagle Brand)

25-lb. cans, per lb $0.35
10-lb. cans, per lb ..... .38
5-lb. cans, hospital size, per can **2.90**
Large sizes, 1-lb. net, per can **1.10**
100-lb. lots (4 25-lb. cans) sent prepaid on drop shipments, except to jobbing points.

Coor's

10-lb. cans, per lb $0.38
25-lb. cans, per lb ..... .35

MALLO SCOTCH SUNDAE

For Butter Scotch Sundaes.

In ½-gal. cans, per can **$1.65**

MIL-KOKE—For Hot Chocolate

In 5-lb. cans, per lb $0.40
In 10-lb. cans, per lb ..... .38
A milk cocoa—ready to serve. Just add hot water and top with marshmallow.

MILKOSE (A Malted Milk)

In 10-lb. cans, per lb $0.35
In 25-lb. cans, per lb ..... .32
In 100-lb. lots—4 25-lb. cans, per lb ..... .30

MISCELLANEOUS FOUNTAIN SPECIALTIES

Mustard, in gal. jugs, per gal $0.85

NUTS (Ground, Assortment)

Per lb $0.50

NUTS—(Suga-Nuts)

Put up in individual sanitary packages, just enough for one serving. Will not become rancid or wormy. 250 pkgs. in box, per box .. $2.40
Dunham's Sundae Cocoanut.
In 53 oz. cans, per can $1.35
Don't overlook this—it beats regular ground nuts.

NUT PREPARATIONS

	½-gal.
Invincible Caramel Nut, doz	$30.00
Invincible Chocolate Nut, per doz	30.00
Invincible Maple Nut, per doz	30.00
Special Sundae, any flavor	18.00
Mix-Nut Sundae, per doz	30.00

ORANGEADE (Noggle's)

Gal. jugs only.

Orangeade, Concentrated Syrup, Noggle's ... $2.10
6 gal. to case, per gal 2.00
12 gals. (two cases) per gal 1.95
1 gallon concentrated syrup makes 8 gallons Orangeade; ready to drink—nothing to add but water.

ORANGE JULEP (Howell's)

A concentrated syrup—gallon jugs only.
Single gallon $2.10
6 gal. to case, per gal 2.00
Freight prepaid on orders of 12 gallons or more.

ORANG-TANG PASTE—Noggle's New Drink

Put up in convenient paste form. One pound makes 35 gallons or 560 8 oz. (5c) glasses.

1¼-lb. jars, per jar	$ 4.75
2½-lb. jars, per jar	8.00
5 -lb. jars, per jar	14.00

PEACOCK

An established fountain drink in the East.

In 1-gal. jugs, per gal	$1.75
In 1-gal. jugs, 4 to case, per gal	1.70
In 10-gal. kegs, per gal	1.65

PHEZ

Concentrated Loganberry Juice.

Size of Bottle	Weight per Case	Bottles per Case	Price per Case
2 oz.	31 lbs.	6 doz.	$8.25
4 oz.	27 lbs.	3 doz.	4.70
8 oz.	44 lbs.	3 doz.	8.95
12 oz.	40 lbs.	2 doz.	8.68
24 oz.	40 lbs.	1 doz.	8.14
64 oz.	70 lbs.	9 doz.	13.29

2½ per cent discount on 5 cases, one delivery.
5 per cent discount on 10 cases, one delivery.
Federal tax paid by manufacturers.

PHOSPHATES

(In gallon jugs only.)

Ruby Claret, per gal	$3.50
Morella Cherry, per gal	3.50
Wild Cherry, per gal	3.50
Mint, per gal	3.50
Grape, per gal	3.50
Champagne, per gal	3.50

ROOT BEER

Hires Fountain Syrup—Genuine.

	Per gal.
1 gal. Hires Syrup	$2.35
5 gal. Hires Syrup	2.25
10 gal. Hires Syrup	2.15
35 and 50 gal. Hires Syrup	2.00

Freight allowed on 35 and 50 gallon orders, all one shipment, but in no case to exceed 10 cents per gallon.

Discounts for Purchases Within the Year 1919.

On 100 or more gallons ..... 5c per gal.
On 200 or more gallons ..... 6c per gal.
On 300 or more gallons ..... 7c per gal.
On 400 or more gallons ..... 8c per gal.
On 500 or more gallons ..... 10c per gal.
Payable after December 31, 1919, provided all bills have been paid within 30 days.

SODA STRAWS (Seamless)

Per single 1,000	$0.75
In 5,000 lots, per 1,000	.70
In 10,000 lots, per 1,000	.65
In 25,000 lots, per 1,000	.60
Case of 50,000, each	29.00

SUGA-NUTS

250 pkgs. in box, per box $2.40

SYRUP—SIMPLE (Sugar)

None in Stock.

TOMATO NECTAR—The Best Hot Drink

Packed only in quart bottles, 12 to case, per case $9.00
Single quarts ..... .85

See Page 26 for Classified Want Ads.

Keep your on this page FOR BIG BARGAINS

BAG HOLDERS.

No. 1 Wire Bag Holders, holds 4 size bags, each. $0.50

No. 2 Wire Bag Holders, holds 6 size bags, each. 1.00

STEEL WAGON BOXES.

Wood slats and frame made almost like a trunk. While they last.

1-bu. size, 30x10x12 in. deep, each..... $1.50
1½-bu. size, 30x16x8 in. deep, each..... 2.00
2-bu. size, 30x16x11 in. deep, each..... 2.25

ICE CREAM DISHERS.

23	5 to qt. No. 184 Tin Wood Handle I. C. dishers, each.....	.35	.15
21	10 to qt. No. 184 Tin Wood Handle I. C. dishers, each.....	.35	.15
18	12 to qt. No. 184 Tin Wood Handle I. C. dishers, each.....	.35	.15
21	16 to qt. No. 184 Tin Wood Handle I. C. dishers, each.....	.35	.15
25	20 to qt. No. 184 Tin Wood Handle I. C. dishers, each.....	.35	.15
6	14-to-qt. Cone-Shaped Bowl Ice Cream Dishers, aluminum.....	1.75	1.35
1	14-to-qt. Round-Shaped Bowl Ice Cream Dishers, aluminum.....	1.75	1.35
17	5 to qt. Cone Shape, All Metal Ice Cream Dishers (New).....	1.50	1.25

Ask for prices and designs in Imported Candy Boxes, they come in trunks, pianos, autos, market basket, etc. designs, very tasty.

ICE CREAM MAKERS' GOODS.

1	Only, 25-qt. 2nd hand Freezer Can for White Mtn. Freezer.....	5.00	2.50
4	Only, 20-qt. size, Galv Brick Tanks, 8½x8½x22. 2nd hand, each.	3.00	1.50
2	Only, 11¼x12¼x22½ High Galv. Rack for Brick Tank. 2nd hand..	5.00	2.00
2	Only, 10x14x19 High Galv. Brick Tanks, 2nd hand, each.....	3.00	1.25
1	Only, 10½x10½x19 in. high, Galvanized Brick Tank, second-hand.		1.50
2	Only, 7¼x8¼x11½ High Galv. Brick Tanks, 2nd hand, each.....	2.00	.75
3	Only, Round Malleable Iron, Tinned Wood Handle I. C. spoons, 11 in. long, 2nd hand, each.....	1.00	.40
1	Only, Square End Wood Handle I. C. spoons, 12 in. long, 2nd hand, each.	1.00	.40
1	Only, 4 Teeth, 30 in. long Ice Chisel, 2nd hand, each.....	1.40	.60

ICE CREAM TOOLS.

		Original Price Doz.	Sale Price Doz.
16	3-pint Heavy Tin Double Lid I. C. Brick Moulds, wired at center....$0.40		$0.20
5	4-pint Heavy Tin Double Lid I. C. Moulds, wired at center (smoked slightly on outside).....	.50	.25
6	Milk or Cream Strainers, 10½x6x3¾ (smoked slightly).....	...	.25
2	Milk or Cream Strainers, 13½x5½x		
1	Milk or Cream Strainer, 13½x5½x		
2	Milk or Cream Strainers, 11¼x5x6 in. (smoked slightly), for use with cloth only	...	.15

BREAD PANS.

48	Only, Square Quaker Pans, sizes ranging from 8x8½ to 8⅞x8⅞x2¾, per dozen		.50
32	Tin Bread Pans, 8¼x8¼x2½, per dozen		1.00
3	Only, 10¼x6½x2¾ New Tin Bread Pans, strapped in threes.....	3.00	1.60
56	Only, 22½x10¼x1 New Russia Iron Counter Pans	5.00	3.50
92	Only, 11½x8¾x2 Iron Bread Pans, strapped in 2s, second-hand.....	2.25	1.00
56	Pans, No. 14, 11¼x7¼x2¾ inches, Russia Iron Bread Pans.....	3.00	1.75
35	Pans, 11½x7½x2 Tin B. Pans with handle (smoked slightly).....	1.25	.80
100	Pans, 11½x8½x2 Light Weight Tin Bread Pans with handles.....	1.10	.60
42	Pans, 16½x5¼x4 Slight Slant Pullman Pans without lids.....	6.00	2.75
	Above pans furnished with lids at	...	4.75
3	Pans, 8¾x8¾x2 Light Weight Tin Bread Pans	1.25	.85

PATTY PANS OR MUFFIN PANS.

31	Doz. 3⅝x2⅜x⅝ in. deep Boston Squares, Round Bottom, Jelly or Patty Pans	.15	.10
2	Frames, 12 to Frame 2¾x1½ deep, Special Drop Cake Pans, Second Hand, per dozen.....	5.00	3.50
32	Only, 4-inch Scalloped Round Patty Pans, per doz.	.30	.15

PAPER CUTTERS.

Fastens under counter or shelf

(Piqua-Japanned).

6	Holds 6-in. rolls of paper, each.	$0.50	$0.25
2	Holds 9-in. rolls of paper, each.	.50	.25
8	Holds 12-in. rolls of paper, each.	.75	.25
2	Holds 15-in. rolls of paper, each.	1.00	.50
3	Holds 18-in. rolls of paper, each.	1.00	.50
4	Holds 20-in. rolls of paper, each.	1.00	.50
2	Holds 24-in. rolls of paper, each.	1.00	.50
1	Holds 36-in. rolls of paper, each.	1.10	.55

CAKE AND PIE PANS, ETC.

22	Large Square Cake Pans, 7x7x1, per doz.		1.00
36	5-qt. Turban or Turk Head Cake Moulds, 10½x3¾ inches	2.50	1.25
24	4-qt. Turban or Turk Head Cake Moulds, 10x3½ inches	2.25	1.15
24	3-qt. Turban or Turk Head Cake Moulds, 9¼x3 inches	2.00	1.00
54	2-qt. Turban or Turk Head Cake Moulds, deep, 8x3¼ inches	1.75	.90
142	Pans, 7½x1½ inches deep Mountain Cake Pans	$0.50	$0.30
2	Only, Square Angel Food Pans, 8x8x3, second hand	2.50	1.20
36	Only, 9½ in. diameter, 2 in. deep, Round Sponge Cake Moulds with tubes, per doz.	1.50	.80

CAKE CUTTERS.

10	3¾-inch Round Scallop Cake Cutters, each	.25
2	3-inch Round Scallop Cake Cutters, each	.20
1	3-inch Plain Round Cooky Cutter	.15
1	3¼-inch Plain, Round Cooky Cutter	.05
1	3½-inch diameter Shamrock Cooky Cutter	.15
1	3½x3½ in. Plain Heart Cooky Cutter	.15
1	2½x3 in. Scalloped Heart Cooky Cutter	.10
1	5½x4¼ in. Rabbit Cooky Cutter	.15

OVENS.

1	120-loaf Perfection Oven tile shelf good as new	$227.00	$175.00
1	Only, No. 217 New Blodgett 4-shelf oven, capacity 64 loaves, tile shelves		200.00

CLASSIFIED ADVERTISEMENTS.

Rate—Three cents per word, each insertion, **where** mail or replies are directed to our care, requiring forwarding postage. Two cents per word, each insertion where direct address is used.

Attention, Bakers! We sell patent brick bake ovens that can be moved. Cash or time terms. Satisfaction guaranteed. Send for catalogue. Middleby-Marshall Oven Co., 600 S. Sixth Street, St. Louis, Mo. tf

For Sale—Bakery and bottling works. Well established. $14,000 business in 1918. Well equipped. Property, bakery and bottling works, $5,000 cash. Henry Bogardus, Osawatomie, Kans.

Bakery Wanted—I want to buy a strictly retail bakery, in town of 5,000 or less, where I can buy building on payments. Will not consider town where grocers ship in bread. L. L. King, Le Roy, Kansas.

For Sale—One Mills No. 2 Fruit Drop Frame, one two-pattern fancy stick machine. Make me cash offer. F. O. B. Colorado Springs. Also

Wanted—One adjustable steel cutter, one lump-cutting machine and one 18-inch copper kettle. J. B. Hickman, 212 E. Pike's Peak avenue, Colorado Springs, Colo.

Noggle's Ice Cream Powder is a purely vegetable proposition and one that can't be beat. It increases the bulk and causes it to hold up, too. Conforms to all Pure Food laws and is an admirable substitute for gelatine, which some states prohibit.

NEW AND MISCELLANEOUS ITEMS.

Received too late to list in General Catalogue.

Mustard—1-gallon jugs $0.35

Worcestershire Style Table Sauce,
12-oz., per dozen 1.25
1-gallon jugs 1.50

Catsup—In jugs only, each ..... Out of

Packing Can Liners—Heavy cardboard, paraffined on both sides, to fit cans shown on page 233 of Tool Catalog.

	Per 1000	Per 100
1 quart	$11.25	$1.50
2 quart	12.60	1.60
4 quart	19.00	2.25
8 quart	26.00	3.00
12 quart	32.00	3.60
20 quart	45.00	5.00

Chair Back Covers—White duck only, with name in red letters.

	Per doz.
With name	$6.45
Without name	6.10

No. 12S Peanut Fryer 12 in. dia., 5½ in. deep with basket, will cook 6 lbs. of shelled peanuts and has hanger to drain grease back in fryer, price complete $3.50

No. 2. Electric Drink Mixer with detachable mixing arm 20.00

Extra Agitators, each 1.35

Round Crimped Paper Baking Cups, 2¾ in. top dia., 2 in. bottom dia., 1 in. deep. The cup cakes are baked and sold in this paper cup. Packed 1,000 to the box, per 1,000 ..... 3.00

Pie Markers to mark the top of your 8, 9 and 10 in. pies into 5 equal parts, each ..... .05

Pie Markers to mark the top of your 8, 9 and 10 in. pies into 6 equal parts, each ..... .75

Seven Star Cookie Machines, drops plain round, oval and square cookies without any hole in them. Price, with two cutters state kind of cutters wanted, each 6.00

The following cutters can be furnished at extra cost:

No. 233, makes 3½ to 4 in. dia. Round Cookie; each 2.30

No. 501, makes 3½ inch in dia. Oval Cookie; each 2.30

18-in. Depositing Pans used when making doughnuts with the Little Wonder Machine; fits our regular 18-in. Cruller Fryer; price, each 2.00

6½ oz. Fancy, Heavy Coca Cola Glasses, per doz 1.50

BUTTERMILK COOLER

No. 12 1½-gal. capacity, each $20.00

COLORED TWINE.

Red Twine, in balls only, per lb 1.00

Fancy Brass Ball Twine Holders—Useful as well as ornamental. Special price, each $1.00

Mr. BAKERYMAN, LOOK AT THIS!

Inexpensive But Efficient

A "Bilt-Rite" Bottle Outfit

You can get in at small expense on the boom that's coming in Fountain Business, and clean up a nice bunch of money.

Among our line of "Bilt-Rite" Fountain outfits are a number of small Syrup Fountains that will answer every purpose until you can afford a larger outfit.

The above illustration shows one style of the outfits we have in stock—Six Syrup Bottles, Two Crushed Fruit Receptacles, Soda Draft and Refrigerator; just the thing for a small place. These outfits are moderately priced, and we have them ready to ship. No delay whatever.

We have the larger, complete outfits, also, which we can supply at short notice.

Get in communication with us at once.

The S. W. Noggle Company

KANSAS CITY **MISSOURI**

IF YOU WANT

Quality

USE

Red Star

COMPRESSED

Yeast

ADDRESS

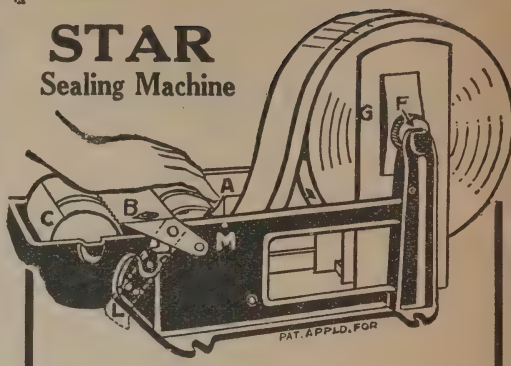
Red Star Compressed Yeast Co.

KANSAS CITY, MO., BRANCH
1414 Wyandotte St.

OKLAHOMA CITY, OKLA., BRANCH
719 No. Hudson St.

DALLAS, TEXAS, BRANCH
502 North Harwood St.

STAR
Sealing Machine



An indispensable device for users of gum tape. Sets on counter—takes up very little space. Has brass sanitary roller that moistens the tape. Holds any size tape up to 3 inches wide.

Price of Machine.....$5.00

	1 Roll	10 Roll	25 Roll
½-inch tape ..	$0.20	$0.18	$0.15
¾-inch tape ..	.35	.31½	.25
1 -inch tape ..	.40	.36	.30

Brown tape only kept in stock.

The S. W. Noggle Company
Kansas City, Mo.

The Drink that Satisfies

NOGGLE'S ORANGEADE is a trade builder for your fountain—ready to serve with only water added—a big profit yielder. Start it early in the season, and you'll be well pleased with results. See Bull Dog, page 24, for prices.

'DoubleQuick" Insect Powder

Kills 'em quick, hence the name. Cockroaches, lice, moth, ants, flies, mosquitoes, gnats, bed bugs and **OVEN LICE.**

1 large Bellows, 23 in. over all..$2.50

Sold only with 5 and 10-lb. pkgs.

Powder, 10-lb. pkg. $12.50

5-lb. pkg..... 6.50

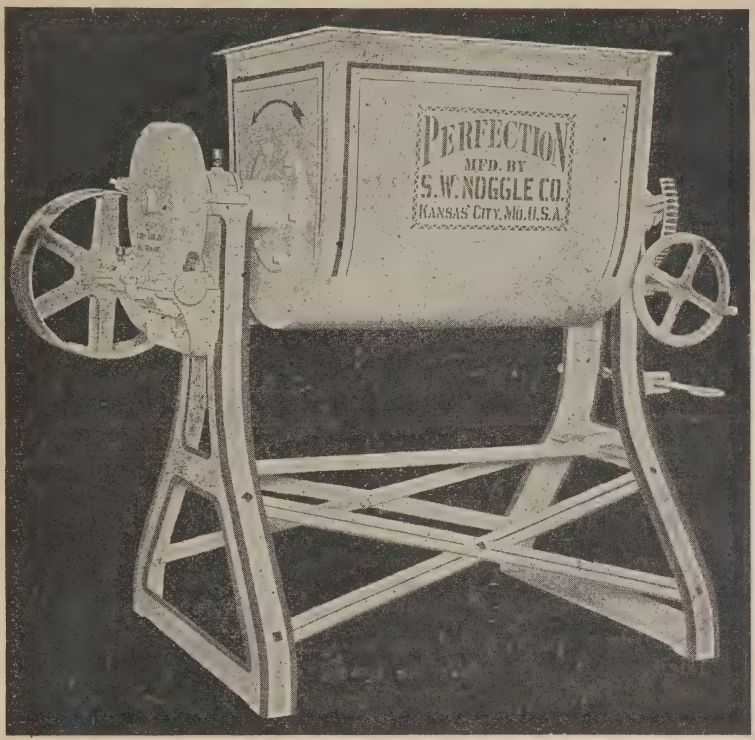
Trial pkg. 1.00

NOGGLE Sells It

The
Mixer
that
Makes
the
Money

Ask
for Prices
and Terms

Noggle
Kansas City



Noggle's
1919 Ice Cream Can and Tub Prices

FLAT BOTTOM ICE CREAM CANS

1-quart size	Each	$1.40
2-quart size	Each	1.60
3-quart size	Each	1.70
4-quart size	Each	2.00
6-quart size	Each	2.40
8-quart size	Each	2.50
12-quart size	Each	3.00
16-quart size	Each	3.20
20-quart size	Each	3.60
30-quart size	Each	4.70
40-quart size	Each	5.75

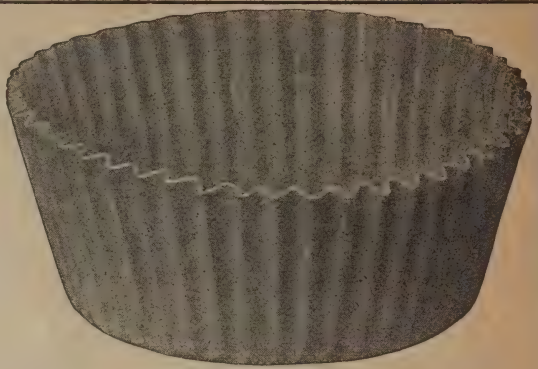
HEAVY PACKING TUBS

1-quart size	Each	$1.10
2-quart size	Each	1.30
3-quart size	Each	1.60
4-quart size	Each	2.15
6-quart size	Each	2.60
8-quart size	Each	3.30
12-quart size	Each	4.00
20-quart size	Each	6.00
40-quart size	Each	9.10

The S. W. Noggle Company
Kansas City, Mo.

Paper Cup-Cake Baking Cups

Useful - Sanitary - Economical



Made of Special Heavyweight Wax Paper

The cup-cakes are baked and sold in these paper cups. No pans to grease or clean. A very sanitary and economical cup-cake that your trade will be pleased with. 2¾ inches diameter at the top; 2 inches diameter at bottom; 1 inch deep. Packed 1000 to box.

Price, Per 1,000, $1.60
5,000 Lots, Per 1,000, $1.55
10,000 Lots, Per 1,000, $1.50

No order taken for less than 1000

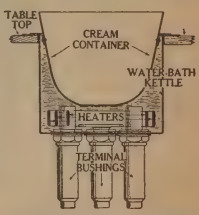
THE S. W. NOGGLE CO., Kansas City, Mo.

The House of Quality and Service

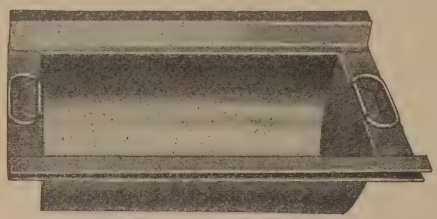
Electric Appliances for Candy Makers

Electricity is Clean—No Waste of Heat —Accurate Control of Temperature

Here are only a few of the advantages of Electricity over gas, or other heating methods: Your product is improved, your quantity is increased, your cost is lowered.



Heater for Bon Bon Cream Kettle.



Electric Chocolate Warming Kettle Pan (above) and Heater.

These warming kettles are made of high grade tin, all seams carefully soldered, making it impossible for chocolate, moisture or dirt to penetrate to the heating apparatus.

The construction is simple, and the outfit can be easily installed on any table. A six-heat regulator insures uniform temperature of batch.

Prices and full information on request.

The S. W. Noggle Company

KANSAS CITY, U. S. A.

FLA-KO

A Chocolate Icing Paste.
Equally good for icing cakes, flavoring creams or filling pies.
Always ready for Use.

This paste comes in soft form, and will prove a great convenience and time-saver, as the color and flavor are in the paste.

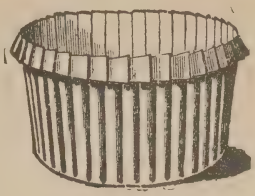
Its price, 30 cents a pound, will readily commend it to bakers.

Put up only in 5 and 10 pounds cans.

Full directions for use with each can.

Give it a trial.

THE S. W. NOGGLE CO.
KANSAS CITY, MO.

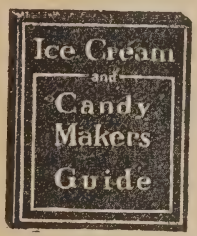


DECORATIONS

Many bakers and confectioners lose a nice profit in not handling fancy paper goods. Cake laces, doilies, crimped cups, bon-bon cases, frills, pie collars, etc., are so inexpensive and so ornamental that a customer's attention needs only be called to their use to make a sale.

Consult our General Catalogue under heading of Fancy Paper Goods for a complete line of these goods. You will find they add to the "looks" of your products and to your profits in handling.

THE S. W. NOGGLE CO.
KANSAS CITY, MO.



A Book You'll Need

The Ice Cream Season is Coming. Next in importance to having a complete assortment of tools and materials for making creams, is a book of recipes that tells you how to make all the most desirable and best selling kinds.

Noggle's Ice Cream Guide will be a help to you. A lot of good candy recipes thrown in for good measure. Price only $1.60 postpaid.

When shipped with other goods, $1.50.

THE S. W. NOGGLE CO.
KANSAS CITY, MO.

YOU NEED THIS-

NOGGLE SELLS IT

Fig. 84002.

New Style Crushed Fruit Bowl.
(No. 843.)

Capacity, 2 quarts. Takes up very little space on counter. Only 6½ inches wide by 7 inches high. Nickel-plated hinged cover with support for ladle.

Price, each $2.50

DOUGHNUTS AND COFFEE

Every Bakeshop, Lunch Room and Restaurant owner has the chance of a lifetime to get in on a real money-making proposition by the installation of a little

GEM DOUGHNUT MACHINE

This "little gem" of a mixer and cutter combined makes real doughnuts—not "sinkers"—and cuts them off so quick and fast that you fill the frying vat in less than a minute, so that all are cooked done at the same time.

The "GEM" produces a big, fluffy, perfectly cooked, crisp and wholesome doughnut that retails for 40 cents a dozen—or serve at the counter, two and a cup of coffee for 20 cents. Some profit—what! Put one of these little machines in your front window and start to work—it's a big ad for yor shop, and will attract attention, and draw trade for your other lines. Be the first to start a "GEM" in your town.

Price each . . . . . $65.00 f. o. b. Kansas City

THE S. W. NOGGLE COMPANY, Kansas City

Extracts Flavors

No Baker's Stock of Supplies Is Complete Without the NOGGLE LINE OF EXTRACTS, FLAVORS, COLORS, OILS, ETC.

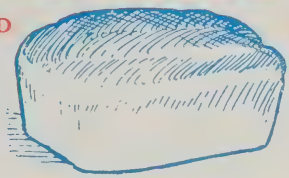
Our Extracts and Flavors are made with special view to giving a fine and finished flavor to all oven goods.

If unacquainted with this line of our goods, order a sample lot and test them for yourself. You will find them described fully in the Price List pages of the Bull Dog.

THE S. W. NOGGLE COMPANY, Kansas City, Mo.

Printed Wax Bread Wrappers

SELF-SEALING AND DRY WAXED PAPERS



The Bread Like Mother Baked

BROWN'S

Butter Crust

Guaranteed Full Weight

DESIGN No. 94 ANY WORDING DESIRED

THE S. W. NOGGLE CO. KANSAS CITY, MO

We are now prepared to fill orders for printed, waxed wrappers, on self-sealing as well as dry waxed paper. Samples of paper and designs sent on request.

The only sizes in which we can furnish self-sealing wrappers are indicated by a star (*).

	12x16	13x16	13x17	*13x18	*14x16	*14x18	*14x20	*15x18	15x20	15x22	16x26
Single Thousand	$4.25	$4.40	$4.55	$4.65	$4.50	$4.75	$5.00	$4.90	$5.15	$5.30	$6.25
2,000 to 4,000	3.60	3.75	3.90	4.00	3.85	4.10	4.40	4.30	4.75	4.90	5.85
5,000 to 9,000	3.25	3.45	3.60	3.70	3.55	3.80	4.10	4.00	4.50	4.65	5.60
10,000 to 24,000	3.10	3.30	3.45	3.55	3.40	3.65	4.00	3.90	4.40	4.55	5.50
25,000 to 49,000	3.00	3.20	3.35	3.45	3.30	3.55	3.90	3.80	4.30	4.45	5.40
50,000 and upward	2.90	3.15	3.30	3.40	3.25	3.50	3.85	3.75	4.25	4.40	5.35

Quantity prices apply to the number ordered in each size, design or color of ink, and not quantities made up of different sizes, designs or colors, and are printed in blue, red or black ink from our stock or type designs. Ask for price on special designs.

When ordering be sure to state: Whether self-sealing or dry waxed. How many wanted. Size wanted. Color ink to use. Design wanted. Exact wording wanted. If ounces are wanted, give number for each size.

The S. W. Noggle Co., Kansas City, Mo.

BIGGEST BAKERS' SUPPLY HOUSE IN THE UNITED STATES

Candy Time Is Coming

Candy will be in greater demand than ever during the coming winter season. Sweets of every kind will take the place of intoxicating liquors, and it's "Soft Drinks" for summer and Candy for Winter. Plan for your fall and winter campaign NOW. Look over your equipment and stock supplies, and place your orders at once for all your needs. And don't forget that

The Noggle House can supply your every need, either in equipment or candy-making supplies. We are the best service supply house of Confectioners, Fountain Dispensers and Bakers in the West. No delay in shipments. Ask for catalogue of tools and price list of food supplies.

The S. W. Noggle Company

Kansas City, Mo.

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SEP 12 1919

THE BULL DOG

Devoted to the Interests of
BAKERS, CONFECTIONERS, ICE CREAM MAKERS AND SODA WATER DISPENSERS

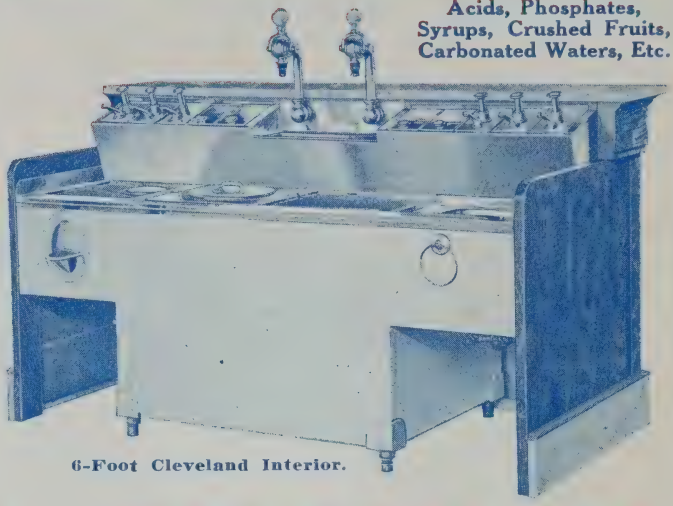
Vol. 9 SEPTEMBER, 1919 No. 12

Published Monthly by
The S. W. Noggle Wholesale and Manufacturing Co.
SIXTEENTH STREET AND BALTIMORE AVENUE, KANSAS CITY, MO.

If It's Used at the Fountain Noggle Has It

Cabinets
Fruit Bowls
Syrup Bottles
Chocolate Pots
Sundae Glasses
Sherbet Cups
Straw Holders
Menu Holders
Cone Dispensers
Dishers, Scoops
Spoons, Trays
Etc., Etc., Etc.

Acids, Phosphates,
Syrups, Crushed Fruits,
Carbonated Waters, Etc.

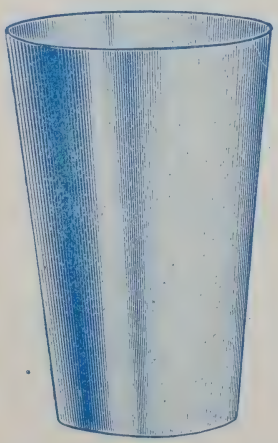


6-Foot Cleveland Interior.

SODA FOUNTAINS

The Celebrated Russ "Bilt-Rite"
and Complete Outfittings

We carry the Largest Stock in the West and can set you going on shortest notice. And remember when you buy it from Noggle, it is First-Class.



Fountain and Ice Cream Trade

will be the greatest ever known in this country, after July 1. Are you equipped for your share of this new business? Your orders, large or small, will have our prompt attention. Keep our Tool Catalogue No. 16 and the latest copy of The Bull Dog constantly before you. We are anxious to help you to the biggest year's Fountain Business you ever had.

The S. W. Noggle Co.

KANSAS CITY, MO.

The Bull Dog

—Trade-Mark, Registered—

Published Monthly By
THE S. W. NOGGLE WHOLESALE & MANUFACTURING COMPANY
Sixteenth St. and Baltimore Ave. Gateway Station Kansas City, Missouri

Devotted to the Interests of
The Baker, the Confectioner, the Ice Cream Maker and the Soda Fountain Dispenser
Subscription, Free to the Trade; to All Others, 10c a copy; $1.00 a Year.

Please address all correspondence regarding this publication to
EDITOR, THE BULL DOG
Care S. W. Noggle Wholesale and Manufacturing Company, Gateway Station, K. C., Mo.

Vol. IX SEPTEMBER 1919 No. 12

THE BAD AND THE GOOD.

"There's so much bad in the best of us,
And so much good in the worst of us,
That it little becomes any of us
To talk about the rest of us."

—N-O-G-G-L-E—

SENSE VS. CENTS.

This high cost of living is mostly high-living cost. We don't figure in cents any more and therefore don't use much sense in buying. It always has required 100 cents to make a dollar, but we have lost track of that fact and hand out the dimes and quarters like a millionaire and when our week's piles are gone we start on the next week's income even before we get it, and those to whom we handed the dimes and quarters, instead of pennies and nickels, pass the buck along the same way in the proverbial "come easy, go easy" manner.

It is not a question of "how much does it cost," but "can we get it?" People eat cherry pies at 40c each even more freely, and enjoy them more, than when they were charged 15c. They can still eat apple pie at 15c but they want cherry, and that settles it. There is no use of going down the line and mentioning the world of other comparisons. They are all the same.

The only "way to navigate is to navigate," and the only way to reduce is to reduce. We can buy cheaper Eats—cheaper clothes and do less unnecessary trotting and going and general buying, if we will.

Why charge it to the so-called profiteer? We ourselves are responsible for the profiteering. Supply and demand always have made prices and they always should. When there is a scarcity, prices are higher. When plentiful, they are lower.

There is just reason for many of the high prices at present; first, scarcity-second, Europe is buying most of that which it formerly produced itself, and third, we are falling over ourselves to keep up the old lick.

But the solution is in ourselves. Quit eating some of the usual foods. Select some lower-priced ones—there are some. You didn't eat porter-house steaks in your family every day in normal times, why? Mostly because they were too high-priced. Why not use a little porter-house reason now that so many commodities are high?

The high cost of living—profiteer kicker should pinch himself and wake up. He can solve the problem himself if he will.

—N-O-G-G-L-E—

WORK.

Blessed is he who has found his work; let him ask no other blessedness. He has a work, a life-purpose; he has found it, and will follow it.

For work is the grand cure of all the maladies and miseries that ever beset mankind—honest work, that you intend getting done.

He that has done nothing has known nothing. Vain is it to sit scheming and plausibly discoursing; up and be doing.

To make some hearts a little wiser, manfuller, happier, more blessed, less accursed! It is work for a God.—Carlyle.

—N-O-G-G-L-E—

A "WORKING" FORMULA.

Try this for a few weeks: Get down to work early; keep on the job until you have finished a good day. This is the best formula known for poor business, and if "everybody was doing it," there would soon be less hollering about the H. C. L.

—N-O-G-G-L-E—

Don't expect to have everything your own way—nobody ever has had.

FAILURE.

Failure's just a resting place
On the road to Try Again,
Just a slackening of the pace
And a pause for sturdy men;
Just a temporary halt
On the march to wealth and fame,
Where you can correct the fault
And go on and play the game.

Failure's not a thing to dread,
It is just a hint to you
Ere you dash too far ahead
To be careful what you do.
It's the sidetrack, where you wait
For the passing fast express;
Get up steam! The run is straight
Out of Failure—to Success.

—Michigan Tradesman.

—N-O-G-G-L-E—

ANOTHER BIG PROFITEER FOUND!

While the nation is all excited about who is to blame for the high cost of living perhaps most of us could put a little light on the subject if we asked ourselves one question: Am I doing all that is possible for me to do in my work? Am I at least 90 per cent efficient?

Minutes slip by that might have been devoted to doing something. The cost of that particular item would be less. We might have sold more goods today if we had been on the job a little more or with a little more vim. The selling cost would go down proportionately.

The young, old man, the boss, might have helped a little more—another reduction in cost—and so it would go on.

The other day we had occasion to go through a large railroad yard where a great many cars were standing waiting switching to another section of the city. A dozen men stood idly here and there because only an hour more and their eight hours would be up for the day and they couldn't finish the job ahead of them in less than one hour and fifteen minutes.

One-eighth of the day was lost and yet these self same men are clamoring for more money per day. They can't live on their present wage; food, they say, costs too much. Do they realize that because they are not 100 per cent efficient that they help boost the cost of living?

Go into any factory or wareroom; pick out the ones who are looking mostly for pay day. There is scarcely a working organization of any kind but what this exists.

True, there is a manipulation of prices for profit, but isn't the manipulation of our time as employes when considered the nation over about as big a factor in the high cost of living problem as any other cause?

The bigger the organization the greater this manipulation of time becomes.

Never before have we been confronted with the necessity of speeding up our individual selves as at this period. Do your part toward eliminating the high cost of living.—From Marvin Food Bulletin.

—N-O-G-G-L-E—

THE COMING NATIONAL CONVENTION.

The annual convention of the American Association of the Baking Industry (formerly the N. A. M. B.) will be held in Chicago the week beginning Sept. 22. An interesting program has been prepared.

—N-O-G-G-L-E—

Never spend anything before you have it, for borrowing is the canker-worm of every man's estate.—Sir Walter Raleigh.

—N-O-G-G-L-E—

WINDOW TRIMS.

Every baker should realize the value of his window, not only as an advertising medium, but also as an index by which his store may be judged. It is therefore essential that he make the best possible use of it if he does not want to fall behind his competitors in the race for patronage. Window displays should be changed frequently and care exercised to see that they always appear clean and attractive.

WHAT HAVE YOU DONE WORTH WHILE?

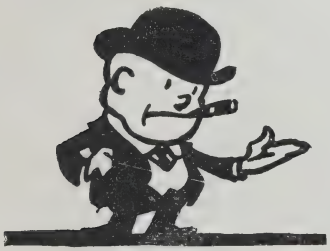
What have you done worth while, this year?
Say, what have you done worth while?
Have you scattered blessings and happy cheer?
Have you worn a frown, or a smile?
What have you done worth while, today?
Have you done one kindly deed?
Life was not given for idle play—
There's a better and nobler creed.

What have you thought, today, worth while?
And what have you said, my friend?
Thoughts have wings that travel many a mile;
And your words show the way you trend.
For thought is bred in the heart, we know,
And speech is the fruit of thought;
And good or evil, the seed we sow,
Into evil or good is wrought.

Think noble thoughts, and your words are pure;
Speak pleasant words, and your deeds are kind;
Do kindly deeds, your reward is sure,
For the love of the heart you'll bind.
Do something for others; forget yourself;
Lift a burden wherever you can;
Do not bury yourself 'neath worldly pelf;
Lend a hand to your brother-man.

—Jennie Wilson Howell.

—N-O-G-G-L-E—



"PERSONAL LIBERTY."

In spite of all this apparently indignant protest, on the part of bartenders and of men higher up in the liquor interests, against prohibition's alleged violations of the "personal liberty of the individual," when you get right down to cases, neither the man who swabs the mahogany nor the man who pays his salary is interested in preserving the "personal liberty" of the jolly good fellows who get together with their glasses on that same mahogany and their feet on the brass rail. What each is interested in is not personal liberty but personal prosperity—the permanence of his job appealing mightily to the bartender and the bulge in his pant's pocket having a lot to do with the political convictions of the boss. They demand booze for their fellow citizens: what they really want is business for themselves.

Show either of them that personal profit can be found in soda water, ice cream, confectionery, etc., as well as in bottles and kegs of booze—and watch his interest in personal liberty fade!—The Soda Fountain.

—N-O-G-G-L-E—

MORE BUSINESS FOR THE BAKER.

The baker is particularly interested in the passing of prohibition, for it not only means sobriety in the community and in the bakeshop, with a resultant larger percentage of the family income available for buying bread and cakes, but it also will have a definite effect upon the cereals available for human food.

With the passing of the saloon, thousands of desirable business locations are now available. This means more business for the baker.

A dime spent for beer could never buy a loaf of bread. It is the baker's business to see to it that all these dimes which once went over the bar now gravitate into his till.—Dr. H. E. Barnard, Food Commissioner of Indiana.

—N-O-G-G-L-E—

NO MORE SPRUCE BEER.

The old-fashioned spruce beer in stone bottles is to be found no more. The reason is that it develops a considerable percentage of alcohol if allowed to stand where it is warm.

"Put a bottle in a window in the sun for a few hours and one will get a beverage that is highly intoxicant," says a manufacturer of soft drinks.

The near-beers, it is said, are not very popular. They are not near enough to the real stuff to please, and the thirsty easily turn to sodas and sundes and quit frequenting the former saloons.

WHEN YOU KNOW HIM WELL.

"When you get to know a fellow,
Know his every mood and whim,
You begin to find the texture
Of the splendid side of him.

You begin to understand him,
And you cease to scoff and sneer,
For with understanding always
Prejudices disappear.

You begin to find his virtues,
And his faults you cease to tell;
For you seldom hate a fellow
When you know him very well."

—N-O-G-G-L-E—

FRIENDSHIP.

Friendship is an affection that arises from good will or mutual esteem.

Friendship represents kindly aid, assistance, help—a disposition to promote the good of another.

Please analyze carefully the words employed in this definition.

Time and again you have heard me say, "'Friendship' is a much-misunderstood word."

Friendship will not thrive on sentiment alone. There must be back of friendship an opportunity for real service, otherwise friendship merges into love, affection, or some other ideal.

Friendship is a fraternity, a fellowship.

What an exhibition a man would make of himself should he loan the office of negotiating for a heart to some friend!

Sentiment is one thing, service is another.

Love, affection—both can be maintained, perpetuated, without favor or commercial reward.

You cannot weave a strong warp of friendship with the small silken cord of sentiment.

Neither is acquaintance friendship.

How many men you hear say: "Oh, he is my friend; I know him well!"

This is indeed assuming a lot.

When two humans understand each other and serve each other faithfully, then you may expect staunch, sincere, lasting friendship.

"Friendship" is a weak word when it does not involve some personal sacrifice, some earnest effort for the good of a friend.—The Silent Partner.

—N-O-G-G-L-E—

LEARN BY ASKING.

If you want to know all about a boil, ask the man who has one.

—N-O-G-G-L-E—

DEPENDABILITY.

One of the most valuable traits in human character is dependability. No man is capable of assuming responsibility until he proves that he can be depended on.

Here is the test: If your employer can give you instructions and then forget them entirely, secure in the knowledge that they will be carried out to the letter in the proper manner at the right time, you are dependable. If, however, you perform your duties with care and accuracy for a certain length of time, and then "fall down," you cannot properly be said to be dependable. For though you may run along again for several months before your next "slip," you may then by sin of omission or commission irreparably injure the interests of those you serve by going wrong at a time when it was vital that you go right.

Absence of dependability can more frequently be traced to carelessness than to lack of ability. It should be the constant endeavor of every employe, whatever his position, to entirely eliminate carelessness from his makeup. When this is done, in almost every case he will find that he has cultivated dependability for himself.—Good Luck.

—N-O-G-G-L-E—

Goobers—plain every day Peanuts are scarcer than ever known—new crop will not be ready till December. In the meantime the double-jointed, roasted circus pocket lunch will help in the H. C. O. L., for who can see the circus without a pocketful of peanuts—and who can live without seeing the circus?

WHERE THE BLAME LIES.

Indeed it is our extravagance that is the cause of our present costs of high living and not the cost of the food we buy and consume. It is said on good authority that more money is spent in our city on the pleasures of life than on the necessaries of life. We believe and suggest that the committees that are being appointed to investigate the high cost of living would go into this matter very thoroughly and investigate every phase of the question. Let us be consistent and fair with ourselves. Let us turn the flashlight on the actual profiteer. Whether in the "movie" business or in the grocery business. And above all let us take care of the actual necessaries of life and cut off some of the pleasures of life until things become normal again. In doing this we will find that our living will be reduced within our incomes and leave a margin for rainy days without this everlasting cry of higher wages for higher living.—Denver Grocer.

—N-O-G-G-L-E—

"Doughnut Time" is coming big, with the coming of cooler weather, when coffee will go better with them. Get a "Gem" machine, and get busy on this money-making game of selling doughnuts at 40 and 50 cents a dozen. See description of machine on page 32, and send us your order at once.

—N-O-G-G-L-E—

REMEMBER THIS—

That you make your money out of the customer who comes back; hence, don't get gay and give him any foolish reasons for staying away. In other words, be friendly but not too friendly.

—N-O-G-G-L-E—

Ten per cent on your shortening bill is not to be sneezed at. Try Noggle's BD Shortening—use 10 per cent less of it than of others—Guaranteed.

THE COME-BACK THAT COUNTS.

Success isn't made up of simple sales. It is made up of future business. And a good customer wrongly treated, lasts no longer than the satisfaction in what he buys. There is always a comeback on every sale. Whether it is a comeback in the future sales or a come-back in returned goods depends entirely upon the products. Value received is the most potent salesman after the first order is filled. Every cent saved in shortened value is lost in shortened trade. To keep up the quality is to keep up your sales. Aim first to sell satisfaction and the goods which give it will bring future business.—Exchange.

—N-O-G-G-L-E—

WHAT ARE YOU GIVING?

The baker and his business prospers in proportion to the amount of service he renders and the quality of his products. The buyer of your goods is entitled to the very best you can crowd into his purchase. If you skimp the weight or cheapen the quality or give less of service than he pays for, you only hurt yourself and destroy your business.

The public can go elsewhere for its needs; you can go only to the public for your patrons. Therefore, treat them the best you know how—good honest goods, courteous service, and as much of your personality as you can give—these are what win permanent customers.

There's an old Bible saying that has never been discounted yet, nor lost its force—

"Give, and it shall be given unto you; good measure, pressed down, shaken together and running over."

—N-O-G-G-L-E—

Failure to do your best is likely to result in failure to get the wages you think you should have.

—N-O-G-G-L-E—

For The Bakeryman

BARNES SAYS "EAT MORE BREAD."

Julius H. Barnes, United States Wheat Director, suggests that the American housewife can reduce the high cost of living to some extent by adopting the slogan "eat more bread" rather than higher priced foods such as meat, eggs and butter.

Let us see—bread sells to the consumer at 10c per pound and is highly nutritious in food value—there is some merit in the suggestion when you take into consideration the price of eggs, butter and meats.

Commenting on the unprecedented loss in crop prospects of 221,000,000 bushels, Barnes declared that any further reduction in flour prices "must be based frankly upon policy of food subsidy" not authorized by Congress in the wheat act.

Nevertheless he declares the wheat crop sufficient to supply the United States and Europe, and asserts that bread is still the cheapest and best food.

—N-O-G-G-L-E—

BADEX IN BAKING.

Badex is a superior product instantly producing maltose sugar in the fermentation of yeast doughs. It is directly fermentable and has its own characteristic action peculiar to dextrinized grain products. It is superior to any of the corn, cane or beet sugars, more economical and gives better results.

Results have proven that its use will improve the flavor, size, color and texture of all yeast dough products.

Badex is not a substitute for any other material, but cuts down the amount of other ingredients.

Badex allows the carrying of an extra percent of water in yeast doughs, and thereby increases the yield of baked goods.

Badex costs less than cane, beet or corn sugars.

See price list, page 15, for quotations.

—N-O-G-G-L-E—

Save 10 per cent on your shortening bills by using BD Shortening.

NOGGLE'S SHORTENING COMPOUND.

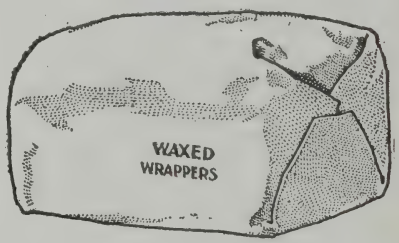
We are now offering to the trade, under our own brand "Noggles B. D Shortening Compound," a shortening that we believe that bakers will find the best for the money on the market.

It is strictly a "compound," made from open-kettle rendered beef fat and pure corn oil, and as a shortening, it is superior to either lard or butter.

It creams well, does not "run" in warm weather, nor become rancid. It gives to all bakeshop products a fine flavor, and in frying doughnuts and crullers is free from disagreeable odors.

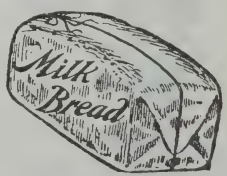
As a shortening for pie crusts, cake doughs, etc., "Noggle's B. D. Compound" requires only about 90 per cent as much as other shortening, to give equal and even better results. Ask our salesman or write direct to the house.

—N-O-G-G-L-E—



Waxed paper wrapper conserves the moisture in your bread, besides adding to the sanitation of the loaf. See third cover page of Bull Dog for sizes and prices of printed wrappers.

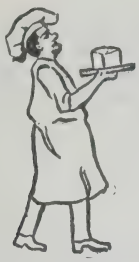
—N-O-G-G-L-E—



Milk in some form (dry milk powder is the most economical) in the bread mix will make a loaf that pleases your trade, and brings them back for more.

—N-O-G-G-L-E—

You are missing an opportunity to create some new trade by not using Noggle's Cream Pie Filling Powders—flavored in lemon, orange, pineapple, strawberry and cherry.



QUALITY FIRST; VARIETY NEXT.

Dr. Henry A. Kohman, of the Millers' Institute of Research, at Pittsburgh, Pa., in a recent address on Quality, Variety and Better Service for the Baker, said:

"It is the goal of the baking industry to manufacture an ever-increasing proportion of the total bread consumed. Success in this depends upon the ability of the baker to produce the type of bread desired by the housewife rather than upon economies in manufacture and distribution. Quality and variety should never be sacrificed for the sake of effecting a slight reduction in the price of bread.

"In order to give the best service and to obtain the largest volume of business possible, it is necessary to offer distinctive varieties that will meet the demands of the public."

—N-O-G-G-L-E—

BUTTER MILK POWDER.

When used in bread doughs, Butter Milk Powder saves shortening, reduces milk costs, adds to keeping qualities and improves the finished loaf. Get acquainted with the merits of Butter Milk Powder in bread-making—talk to the Noggle salesmen, or write direct to the House. We are always glad to give our customers the benefit of any information we have, on any subject connected with the trade.

—N-O-G-G-L-E—

Cream of Maize is one of the best thickeners used by the baker. It is good in bread work, pie work and is almost indispensable as a general filler. Noggle has it.

—N-O-G-G-L-E—

Long thread Cocoanut is scarce all over the world—use short shred and fine ground maccaroon cocoanut. Don't order LONG—It can't be furnished.

—N-O-G-G-L-E—

Are you using Noggle's "Moisto," the new cold water icing material? Stays where you put it, and keeps icing fresh and moist for days. Ask us about it.

—N-O-G-G-L-E—

Badex is better than cane, beet, corn or other sugars in yeast doughs.

GET WISE TO THIS.

Dry Milk Powder is real milk with the moisture taken out—all the fats, solids and nutritious properties are left in the powder. Just add water in proper proportion and you have fresh milk, much or little, as you wish—and no souring, no waiting for the milkman, and a great saving in cost.

You can make just as rich and finely flavored bread with Milk Powder as with raw milk. Convince yourself with a trial. Free sample sent on request.

—N-O-G-G-L-E—

PAPER BAKING CUPS.

Better cakes for less money can be made by using Sanitary Paper Baking Cups. They give the "perfect service" that bakers have long sought for. Cakes baked in paper cups have a better flavor, stay fresh longer and are sanitary to the last degree. No grease or special trays are needed. Less batter is required, and there is no loss from sticking to sides of pans. See description on page 30, and then send your order to Noggle.

—N-O-G-G-L-E—

PUTS 'EM OUT OF BUSINESS.

Noggle's Shure-Kure Roach Powder makes Mr. Cock-roach walk off and leave you alone. He can't stay in the same room with "Shure-Kure." This powder is harmless to human beings, but death to roaches, water-bugs and like vermin. Just sprinkle it along the cracks at the baseboard, or on the shelves, and behind the cup-boards, in sinks, or wherever the bugs are wont to come, and they get out at once. Full directions for use on each pound package. Costs only 50 cents. A trial will convince you that "Shure-Kure" is the stuff. Manufactured and for sale by The S. W. Noggle Company, Kansas City, Mo.

—N-O-G-G-L-E—

Noggle's BD Shortening saves you 10 percent—Because you are instructed to use 10 per cent less of it than of others.

FORMULAS FOR MACAROONS.

Almond Macaroons.

Five lbs. of almond paste, 3 lbs. of powdered sugar, and 2½ lbs. of granulated sugar, about ¾ to 1 qt. of egg whites. Rub the almond paste with part of the sugar, and some of the eggs, very smooth, then add gradually the rest of the sugar and egg whites, to a medium stiff batter, then drop on paper either round or oval and bake on double tins.

Cocoanut Macaroons.

(Made of Fresh Cocoanut).

Twenty-six lbs. of fresh ground cocoanut, 6 lbs. of glucose, ¾ lb. of fermentum, and 18 lbs. of granulated sugar. Put in steam kettle and cook, stirring constantly. When cooled off, add 1 pt. of fresh beaten egg whites, 3 ozs. of soda and 6 ozs. of cream tartar. Mix well and keep about the stiffness of an almond macaroon. Add more whites of eggs, if necessary. Dress on paper, and bake in a medium oven.

Cocoanut Macaroons, No. 2.

(Made of Dry Cocoanut).

One and one-half lbs. of granulated sugar, 1½ lbs. of powdered sugar, 2 lbs. of macaroon cocoanut, ground very fine, 1 pt. of egg whites, ¼ lb. of rice flour, and a little vanilla. Treat the same as above, but do not whip the egg whites.

Cocoanut Macaroons, No. 3.

(Very Light)

Beat to a meringue 1 qt. of egg whites, with 5 lbs. of powdered sugar, then add carefully 6 lbs. of macaroon cocoanut, and a little vanilla. Press through a bag and plain tube on greased and dusted tins, and sprinkle with macaroon cocoanut, then bake in a slow oven.

Chocolate Macaroons.

(Fresh Cocoanut)

Use mixture and add 1½ lbs. of powdered cocoa, 6 ozs. vanilla, sugar, and 1 qt. of caramel or burned sugar. Treat alike.

Lemon Macaroons.

Treat like orange macaroons, but use lemon instead. Color slightly yellow, and mold oblong. Place a small piece of citron on top and frost yellow.

Pistachio Macaroons.

Treat like orange macaroons and add ½ lb. of very fine ground pistachio nuts to the paste, omit the orange, and color slightly green. Roll in ground pistachio nuts, and mold oblong. Do not frost.

Orange Macaroons.

One lb. of almond paste, 1 lb. of sugar, 2 oranges, rind and juice, mixed well together into a smooth paste. If necessary add a little white of egg and orange color. Divide into small pieces, and mold round, while rolling in granulated sugar. Put on greased and dusted tins, flatten a little with hand, and place on top a small piece of preserved orange peel. Let stay for 2 or 3 hours, and then bake in a quick oven. When baked, frost the orange peel on top with soft orange frosting.

Butter Macaroons.

One lb. of almond paste, 1 lb. of sugar, 4 ozs. of butter, and egg whites. Treat and bake like almond macaroons. When baked stick together, filling them with currant jelly, and then frost all over with pink icing. Keep the mixture quite stiff.

Jelly Macaroons.

Take almond macaroon mixture and dress on paper in oval shapes, cover entirely with granulated sugar, and bake like almond macaroons. When baked and while yet warm, press down the center of the macaroon, and fill with some pure currant jelly.

—N-O-G-G-L-E—

LARGE WHITE SLAB CAKE.

16 lbs. sugar
8 lbs. shortening
25 lbs. cake flour
2 lbs. milk powder
4 qts. whites of eggs
6 oz. cream tartar
3 oz. soda
9 qts. water

To make extra good grain use 2½ pounds of dextrinized starch rubbed into the fat and one-third of the sugar. One-third of the sugar is held out and sifted into the flour, the other one-third beaten with the egg whites for ten minutes. When sugar, shortening and dextrinized starch are well creamed, add gradually the mixture of sugar and egg whites. Then add about half of the flour. When this is completely mixed in sift soda and cream tartar with the balance of the flour and add alternately part milk and flour with baking powder sifted in until the mixture is complete. Flavor with vanilla or almond.

For The Confectioner

AND FOUNTAIN DISPENSER.

CANDY WEEK.

The commitee of the National Confectioners' Association, after taking a referendum, has decided that "candy week" this year shall be observed nationally during the week of October 6 to 12, inclusive. Owing to war times "candy week" was dispensed with last year, but now with peaceful pursuits occupying the minds of men there is no reason why "candy week" this year should not claim the interest and effort of everyone identified with the trade, and be made a matter of first importance. The committee in determining upon the week of October 6 to 12 exercised good judgment. People will be back from their summer outings, the fruit season will have passed, and the cool days of early fall will bring with them a renewed demand for sweets.

Good candy say the Confectioners' Journal is being regarded more and more every day as an appetizing, pleasing and wholesome food, and it's up to every confectioner in this country to get busy and prepare for his participation in "candy week"; and to do his best to impress upon his townsfolk the fact that his confections are made of the purest materials, sugar, chocolate, fruits and nuts, each one of which by themselves or in combination with the others, is a natural and necessary part of one's daily diet. We have had numerous lessons given us on preparedness during the last few years. Don't let "candy week" find you unprepared. It's now none too early to start your brain mill working out ideas that will make your place, as well as that of others, the center of attraction for all of the home folks. Start now.

WILL PROHIBITION HELP CANDY?

Chairman Price of the National Candy Association, in a recent statement voiced the opinion that altogether too much stress has been given the idea that liquor prohibition will greatly increase the demand for candy as a satisfying substitute. He forecasts that the one great immediate result will be an increase in saving bank deposits. This is good logic. The sober man, however, who loves his home circle will certainly have more money to buy candies with than when he was tempted, along with his fellows, to wasting his earnings over the local bars.

—N-O-G-G-L-E—

LOWER HOUSE REPEALS TAX.

On July 28, after two hours' debate, the House of Representatives decided that ice cream and soft drinks were not luxuries and should not carry war taxes. Without a record vote it approved the repeal of the section of the revenue act passed at the last session placing a tax of 10 per cent on virtually everything sold at soda fountains. A short time later it voted to reduce the tax on fruit juice to 2 cents a gallon.

Action was taken after both houses of Congress had been flooded with petitions urging the repeal. Fully half of the petitions received by Congress in the last two months have been on this question.

Democratic leaders opposed the repeal, while Republicans insisted the action should go through Congress now, so that people should not have to pay the tax during the hot months. The Treasury Department estimated, Representative Fordney (Mich.), chairman of the Ways and Means Committee, told the House, that the loss in revenue due to the repeal would be $21,000,000 annually. The repealing bill now goes to the Senate.

—N-O-G-G-L-E—

Nothing to add but Water

Dealers in soft drinks, especially those who contemplate beginning this business, should look into the merits of Noggle's Orangeade. It is a trade winner and a profit producer.

WHY "PARLOR?"

It is high time says "Soda Fountain," that someone invent a substitute for the term "ice cream parlor," to designate the place where people meet to enjoy sodas, sundaes and all the refreshing beverages that flow from a fountain. Not only has the much overworked, decrepit word "parlor" fallen into disfavor with the majority of people, who nowadays prefer the cheerfully informal term "living-room," but also the "ice cream parlor" never was and never will be at all like the parlor which was dear to housewives of an earlier generation.

The old-fashioned "parlor" was usually the "best room," used only on special occasions and kept closely curtained, stuffy and gloomy in the intervals between such social occasions, its ponderous furniture shrouded, its pictures and hideous bric-a-brac swathed in netting. The modern "ice cream parlor" is a cheerful and inviting place, either simple, with attractive white woodwork and white furniture, or ornate, with variegated marble, gilded mirrors and elaborate lighting fixtures—all according to the indivdual taste and pocketbook of the proprietor.

But there is a stronger reason than lack of similarity, for dropping "ice cream parlor" from common parlance. The main reason is that there are several other establishments to which the word "parlor" is applied absurdly. We have "tonsorial parlors" where skilled barbers relieve us of our rapidly vanishing hair, "dental parlors" from which we are only too glad to escape by the skin of our teeth, "funeral parlors"—save the mark! —assuredly the last places on earth which can, by any stretch of an elastic imagination, be associated with social meetings, treats, or a general good time! Happily, there is no similarity also between these three species of "parlor" and the modern soda shop.

What inventive mind will suggest a better, more suitable word?

—N-O-G-G-L-E—

Soda fountain materials—fruits, flavors, spoons, dishers, glasses, straws, holders? Ask Noggle.

EVERY CANDY MAKER NEEDS A GOOD CANDY BOOK.

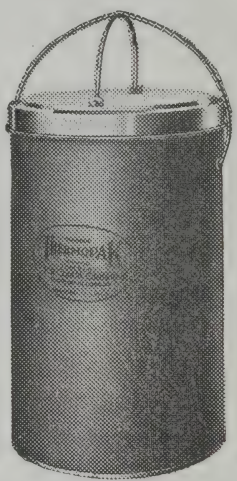
You will seldom find a good baker and not at the same time find several good, standard cook books close at his hand.

The same facts apply to the successful candy maker. While it is true that "Experience is the best teacher," it is very necessary to first secure a firm foundation upon which to experiment.

No close estimate can be placed upon the value of a really helpful, practical book of formulas and recipes to the aggressive retailer who either makes all or a part of his candies. While one might be successful in going along on a "hit and miss" basis, a good candy book is actually indispensable.

In addition to the larger and standard books on candy making, carried by the Noggle House (and listed in our General Catalogue) we have recently published a neat little text book called "The Practical Confectioner." It costs only 50 cents and justifies its name—**practical.** Send for a copy and use it every day in your candy making.

—N-O-G-G-L-E—



Think of it! A thermos for ice cream! No ice—no slop—no tubs or pails to be kicked around!

But a thermos-can in which you use a round paper box for the cream.

Buy one—and 100 paper cartons, or containers. Try it out—you will appreciate its great convenience and saving.

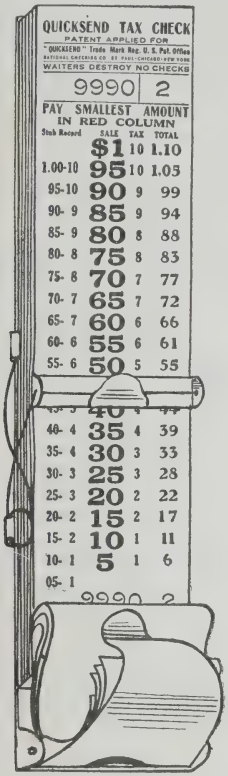
Ice cream keeps ten hours in this Thermopac. It is the swell way in which to send out a quart of ice cream.

Now made in quarts only—next year we will have half-gallons.

Price: Thermopaks, each, $1.00; 100 paper boxes or containers for same, $2.50.

THE QUICK-SEND TAX CHECK.

This is the quickest and safest device we have yet seen for computing the Internal Revenue Tax which is to be collected from the consumer after May 1 on all soft drinks, ice cream and fountain



dishes. You simply tear off the check at regular sale price, shown by central row of figures, and the added tax is computed and appears in red figures in the right hand column—this total being the amount the customer pays. The stubs which remain on the pad enable you to check up your sales and compute the amount of tax that you owe the Government.

All checks are packed 5,000 in a carton, weighing 8 lbs., and are numbered from 1 to 5,000 consecutively. We do not break cartons. Stock checks can be shipped immediately. Fifty record sheets are included free. Prices are as follows:

Holders, each	$ 0.75
10,000 stock checks	7.50
25,000 stock checks	17.25
50,000 stock checks	30.00

If sent by parcel post, postage is additional. Send all orders to

THE S. W. NOGGLE COMPANY,
Kansas City, Mo.

SODA FOUNTAINS IN HOTELS.

What the druggist and restaurant man who operates a soda fountain may expect in the way of competition, is voiced by the manager of one of the largest outfitting firms in the country. He says:

"Things move rapidly nowadays. The soda fountain is getting a hold in hotels. Soon it will be universal. The constant growth of soda fountain industry and in all things having to do with it will be great indeed.

"The soda fountain proposition is due for some surprisingly rapid developments. In a year from now you will see in some of the larger cities soda "parlors" equipped on a scale of elegance and luxury that will exceed many high-grade restaurants. These new establishments will be specially built, specially designed to serve any soda fountain refreshment and to cater to the lunch trade. They will be arranged for dancing. In short, they will be recreation centers of refinement that will draw the patronage of the best class of people. This is the style of amusement enterprise that, under prohibition, will take the place of the cafe and the cabaret. Another adaptation of the soda fountain will be to install it in public billiard rooms, where one may drop in for a good game and a good glass of any innocent beverage in place of what he formerly got at a bar."

—N-O-G-G-L-E—

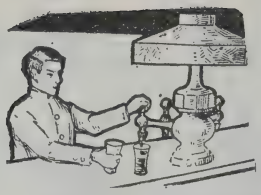
A REAL ORANGE DRINK.

Noggle's Orangeade Syrup is the best orange drink you ever tasted—it has the fine fruit flavor of fully ripened and carefully selected oranges. No culls, no imperfect fruit—just the pure orange juice, highly concentrated, and the result is the finest natural fruit-flavored drink on the market. Your customers will prove its popularity, if given the chance.

Good at the fountain the year 'round. A quick, steady seller with a long profit. If you have never tried Noggle's Concentrated Orangeade Syrup (ready to serve, with the addition of water only), send today for a trial gallon jug.

—N-O-G-G-L-E—

Only the man who has nothing to live for can afford to loaf.



SOME SELECTED FORMULAS.

Manhattan Sundae.

Place two lady fingers in a sundae cup. On this place a No. 10 mound of vanilla ice cream; pour over it a ladle of fresh strawberries and decorate with pineapple cubes.

Maple Pecan Sundae.

Put a No. 10 cone of vanilla ice cream into a sundae cup and pour over it a ladle of maple pecan dressing or pour maple syrup over the cream and cover with chopped pecans. Then sprinkle with powdered cinnamon, top with whipped cream and cherry.

Maple Pecan Parfait.

Into a mixing glass put a No. 10 disher of maple ice cream, 2 small ladles of whipped cream and 2 spoonfuls of chopped pecan nut meats. Mix thoroughly and transfer to a parfait glass. Top with whipped cream and decorate.

Hot Maple Sundae.

Pour a ladle of hot maple syrup over vanilla ice cream, sprinkle ground hickory nuts over top. Serve with wafers.

Shortcake Sundae.

In a silver sundae cup place a ten-to-a-quart round dipper of ice cream. On top of this press down a lady finger, split in half, or better, a round lady finger. Over this pour a ladleful of sliced peaches. Cover with whipped cream and decorate with a red cherry.

Parfait Peach.

Half fill a parfait glass with ice cream, and fill with equal parts of whipped cream and crushed peaches. Beat with a fork until thoroughly mixed up. Sprinkle with ground mixed nuts and finish by heaping whipped cream on top, and placing a single sliced peach on the cream. Serve on a small plate with a paper napkin.

Chocolate Sundae.

Pour a small ladleful of hot chocolate fudge (undiluted) over a cone of ice cream. Top with a spoonful of marshmallow and stick a Nabisco wafer in one side.

SOME NEW "KICKLESS" DRINKS.

Hotels and cafes, that formerly had bars, and who are trying to hold their old trade, are introducing a list of drinks that are said to be very popular with former patrons.

The composition of these drinks and many others which seem equally delectable indicates a real striving to cater to men's taste and that strong competition is offered soda fountains, which, it was thought, would get the larger share of this new business.

Here are some formulas, that have the sparkle without the "kick":

Apple Blossom.

Two ounces pure Jersey apple juice, teaspoonful sugar, one glass of milk, dash Florida water, ice, shake well.

Grape Milk.

Two ounces white grape juice, one teaspoonful sugar, one egg, glass of milk, ice, shake well, strain, serve with nutmeg.

Orange Milk.

Juice of one orange, teaspoon sugar, one egg, glass of milk, tea, shake well, strain, serve with nutmeg.

Orange Lily—Lemonade.

White grape juice, dash of orange juice, little sugar, shake well, strain, fizz split soda.

Orange Cocktails—Cocktail Glass.

Orange juice, white of one egg, dash raspberry sirup, shake well, frappe.

Pineapple Cocktail—Cocktail Glass.

One jigger of pineapple juice, dash of orange juice, juice half lime, frappe.

Chocolate Punch—Goblets.

Chocolate extract, sugar, milk, whole egg, cracked ice, shake well, nutmeg.

Pineapple Punch—Goblets.

Juice half lemon, one jigger pineapple juice, a couple sprigs mint, cracked ice, shake well, fruit.

Pineapple Fizz—Fizz Glass.

Juice of half lemon, jigger of pineapple juice, half teaspoonful sugar, three sprigs mint, frappe, fizz with siphon.

Loganberry Punch—Goblets.

Juice of half lemon, jigger loganberry juice, half spoon sugar, cracked ice, shake well, fruits.

Loganberry Fizz—Fizz Glass.

Juice of half lime, split loganberry, half spoon sugar, frappe, fizz with siphon.

News Notes From the Field

HERE'S A "GENTLE HINT."

Thanksgiving and Christmas are the next big days on the holiday list. It *is* not a day too early to begin laying your plans, and getting additional equipment and supplies.

C. B. Wagner, proprietor of the Ozark Bakery at Monett, Mo., reports a splendid trade in all lines. He makes a specialty of cakes and pies.

J. D. Comstock, in the bakery business at Heavener, Okla., is just recovering from a serious illness. His wife took care of the trade while he was laid up.

G. L. Call, in the bakery and confectionary business at Moline, Kans., writes the Bull Dog he is enjoying a fine trade, and that his customers, both in the city and country, are coming to use bakers' bread more and more.

Aug. Schlue, Sweet Springs, Mo., has enjoyed a nice summer trade in soft drinks.

M. B. Scott, Lawton, Okla., recently added some needed tools to his bake shop equipment.

Ice Cream trade has been good all summer with H. P. Short, Slater, Mo.

The people of Mound Valley, Kans., have kept the bakeshop of W. J. Shoup busy the past several months, in their demand for his products. He bakes the right kind of goods.

Carl Senger, proprietor of the Royal Bakery at Wichita, Kans., has been as busy as the proverbial bee the past summer.

Axe Bros., in the baking business at Council Grove, Kans., have been succeeded by the Dilly Bros., but are opening up a new shop in Emporia. The Bull Dog wishes them success.

R. M. Baker, who runs the Bentonville Bakery at Bentonville, Ark., reports business rushing, particularly in the bread line. His Blue Ribbon Loaf is proving very popular.

The Noggle House recently outfitted Barker Bros., at Wichita Falls, Texas, with complete bake-shop equipment and supplies.

L. C. Biederman, formerly in the baking business at Fayetteville, Mo., is now in business at Warrensburg, succeeding D. M. Davis.

Summer business has been good in all bake-shop lines with Fred Albert, of Pierce City, Mo.

Louis Alexander, Picher, Okla., reports fine trade in confectionery and soft drinks. He has also opened up a new place at Baxter Springs, Kans.

The Noggle House recently outfitted M. E. Alexander, at Loveland, Colo., with a candy making equipment. The candy trade is "picking up."

Trade is good with the baking firm of Allison & King, of Waurika, Okla.

B. F. Townsend is proprietor of "Everybody's Bakery," down at Duncan, Okla., and as he bakes "Quality Bread" with home-made candies on the side, he has little difficulty in getting everybody's trade.

E. F. Thines, formerly in the baking business at Bigelow, Ark., is now located at Little Rock, Ark. He is adding some new equipment to his shop.

Tabler & Houghton, proprietors of the Santa Fe Lunch Room at Lexington Junction, Mo., have been doing a "land office" business this summer, their pie trade having reached enormous proportions.

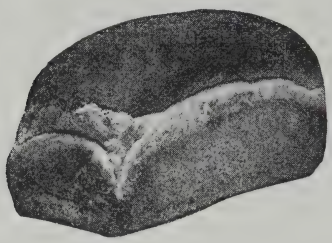
It is now Dickey & Bailey, bakers, at Miami, Okla., instead of John Dickey.

Mrs. C. M. Mellott, of Nevada, Mo., has sold her business to Miss Leta Dubordieu.

Jas. Sullivan, formerly at Knobnoster, Mo., is back in business again at Warrensburg, having succeeded J. M. Higgins. Jim has our best wishes.

The Cartwright bakery at Miami, Okla., is now owned by Lenox & Cartwright.

—N-O-G-G-L-E—



USE MILK POWDER.

If you want to get a fine grained loaf, with a nice brown crust and a sweet flavor, use dry Milk Powder. Does not attract flies; no stickiness or souring, as when condensed or raw milk is used. Send for a sample, if you have never tried Milk Powder in baking. You will be pleased with it.

—N-O-G-G-L-E—

If you have never tried baking cupcakes in corrugated wax paper baking cups, you should order a trial package and see how nicely it works. Your customers will be pleased, and come back for more. See page 30 of Bull Dog for description and prices.

—N-O-G-G-L-E—

Don't overlook Noggle's B. D. Brand of shortening when ordering other supplies. It is a quality producing article and sells at a price that makes its use economical. Ask our salesman.

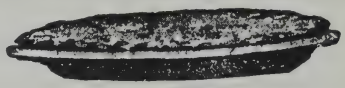
—N-O-G-G-L-E—

Badex in yeast doughs supplies a sugar maltose, which is most helpful to yeast action.

—N-O-G-G-L-E—

These cool evenings will cause your patrons to begin asking for hot drinks. Order your supplies now, and be ready for 'em.

ALWAYS GIVES SATISFACTION.



Bakers and pastry-makers will find Noggle's Whip Top Powder one of the most convenient and quality producing materials to have among their supplies. For soft pie topping and meringues, it has no superior on the market.

—N-O-G-G-L-E—

"B. D." Pie Filling Powders are helping lots of bakers to get by with a fine pie at a saving in cost. All the best flavors—Lemon, Orange, Chocolate Cream, Strawberry Cream, Pineapple Cream and Cherry Cream. Send for free sample.

—N-O-G-G-L-E—

The Cassel center ice cream mould is the neatest, handiest, most economical way to prepare cream for customers who wish to observe any particular date, anniversary or holiday occasion. Fully described in our new catalogue, No. 16.

—N-O-G-G-L-E—

Order your materials for those Christmas fruit cakes NOW.

—N-O-G-G-L-E—

Thermopac, the new way to handle ice cream—no ice, no waste, no slop—keeps cream solid for 10 hours. Handiest thing out. See picture, description and prices on page 12.

—N-O-G-G-L-E—

Candy week is Oct. 6th to Oct. 12th. Try to make a pan or two daily of fresh chewing candy for that week—Noggle has a book which will tell you how.

—N-O-G-G-L-E—

Texture, grain, bloom and flavor of loaf are all improved by the use of Dry Milk Powder.

—N-O-G-G-L-E—

Noggle's BD Shortening is no experiment—use 10 per cent less of it than of others.

—N-O-G-G-L-E—

Noggle's Ice Cream Powder swells the quantity of ice cream and helps to hold it up. Free sample for trial.

—N-O-G-G-L-E—

Have you tried Ka-Flav? It is unexcelled for flavoring cakes of all kinds.

—N-O-G-G-L-E—

We can supply you with cake boxes, either plain, or printed to your order.

SEPTEMBER, 1919, PRICE LIST
OF
S. W. Noggle Wholesale & Manufacturing Company
KANSAS CITY, MISSOURI

(Destroy all Previous Lists)

We go to press the 25th of each month. All prices are then good, but subject to change without notice. In commodities that fluctuate like sugar, glucose, etc., it is impossible to have a standing price that will cover. We therefore trust to our customer's fairness to accept the market.

READ THIS BEFORE ORDERING.

If a credit arrangement has not been established with us it is absolutely necessary to send references when ordering. Or, if in a hurry for the goods, send four or five dollars with the order, and the remainder can be paid on arrival of the shipment, and your references can be consulted for further use.

We positively will not ship goods C. O. D. without sufficient deposit with the order to cover the freight or express charges both ways. When remitting for Parcel Post shipment, add estimated amount for postage. Excess, if any, will be returned.

We invite credit business, but must be given ample opportunity to consult references and authorities before shipping.

Out-of-town references, in same mail with order, cannot be heard from so as to give quick shipment on terms. It is best to send remittance with first order, and also references. Then the latter can be looked up so as to take care of the next order on credit terms.

Customers selling out are not released from bills owing, even if their buyer does assume the bills. See that all your bills are paid. You are liable for them.

When ordering goods, sign individual names of owners—not the name of your confectionery or bakery.

New customers, or old customers starting new, or buying out business in new location, should mention where they have been in business before, so that we can identify them and thus give quick attention to the order.

BAKER'S AND ICE CREAM MAKER'S DEPARTMENT.

ACIDS
Acetic, Concentrated, (58%) per lb.....$0.35
Citric, C. P. Crystals, per lb..... 1.50
Citric, C. P. Powdered, per lb..... 1.60
Tartaric, C. P. Powdered, per lb..... 1.35
Tartaric, C. P. Crystals, per lb..... 1.25

ALBUMEN CRYSTALS
	100-lb. cases	Less
Russian, per lb.....	$2.40	$2.50

ALKALI SPECIAL
In 300-lb. bbls., per 100 lbs.....$6.15
For use in tanks where bread tins are boiled.

ALMOND PASTE (Heide's)
	Single 5-lb. cans	Case 30-lbs.
Price, per lb.....	$0.56	$0.55

AMMONIA (Carbonated) (a)
Powdered, 5-lb. cans, per lb..... .21
Less, per lb., in tin can..... .27
(a) Use of ammonia in baking is forbidden in Kansas. We ship ammonia in cans only.

ANGEL CAKE POWDER (For Angel Food Cake)
In 1-lb. cans.....$1.55
In 5-lb. cans..... 1.50
In 10-lb. cans..... 1.48
In 25-lb. cans..... 1.45

Formula—1 pint lukewarm water, 6 oz. Angel Cake Powder; beat this up real stiff. Above is equal to 1 pint egg whites. Makes excellent cakes for less money. Full directions with each package.

ANGELIQUE
None in stock.

APRICOTS (Evaporated)
In 25-lb. boxes, per lb..... .36
Less, per lb..... .37

BADEX
Single bags of 125 lbs., per lb.....$0.09½
In 5-bag lots, per lb..... .09¼
In 10-bag lots, per lb..... .09

B. D. SHORTENING (Noggle's Brand)
A high-grade shortening for baker's use. Of uniform grade, and is the equal of any compound, and can be used with excellent results, in all mixes. Sold at prevailing market prices.

BAKING POWDER (b)
Baker's Star—
5 and 10-lb. cans, per lb.....$0.17
Per case, 12 5-lb. cans..... 9.30
Per case, 12 10-lb cans..... 18.00
Baker's Special, per case, 12 5-lb. cans..... 6.40
Per case, 12 10-lb. cans.....12.00
Per single, 10-lb. can, per lb.....12½
Per single, 5-lb. can, per lb.....13
Zacapa, per case 60 lbs., per lb.....$0.10
Per Single, 5-lb. can, per lb..... .11
Baker's Delight, per case of 12 5-lb. cans... 8.00
Per single 5-lb. can, per lb..... .14
Knoxall, in barrels of about 350 lbs., per lb.. .08
Drums, 175 lbs., per lb..... .08⅛
Drums, 125 lbs., per lb..... .09

BOILER COMPOUND
Wyandotte Boiler Cleaner, in 280-lb. bbls., per 100 lbs. $5.15

BORAX
5-lb. boxes, per lb.....$0.15

BREAD SUGAR—Cerelose
Price, per 100-lb bag.....$9.50

BUTTER FLAVOR (Imitation)
Per gallon $6.00
Per quart 1.75
Per pint 1.00

BUTTERMILK POWDER
In 200-lb. barrels, per lb. $0.19
In 100-lb. drums, per lb. ..... .20

CAKE FILLER—Marshmallow
Make your own from Noggle's Quick-Action Marshmallow Powder. See full instructions and prices under Marshmallow Paste, second column, page 19.

CAKE FLAVOR (Ka-Flav)
A big saving over mace in price, and will satisfy as to quality.
In 1-lb. cans, per lb.....$0.50
In 6-lb. cans, per lb..... .45
In 30-lb. pails, per lb..... .42

CANNED FRUIT (See Pie Fruits)

CARAMEL CREAM (Perfection)
See Candy Maker's Department page 21.

All Prices Subject to Change Without Notice.

CARAMEL COLOR
Per gal. (in 5-gal. lots).....$2.50
Per single gal..... 3.00
Per quart ..... .85

CEMENT (For Flues, Ovens, etc.)
10-lb. cans, per can 1.50

CERELOSE (Corn or Bread Sugar)
Per 100-lb. bag.....$9.50

CHEESE COLOR—Danish
In 1-gallon bottles only, per gal.....$3.50

CHERRIES (Evaporated)
Price, per lb.....None in Stock

CHILI BEANS (Pink)
Per lb.....$0.13
In bags, per lb..... .12

CHOCOLATE (Liquor or Bitter, for Baking)

	100-lb. Cases	10-lb. Cakes
Rex, per lb.....	$0.43	$0.45
Puritan, per lb.....	.41	.43
Nugget, per lb.....	.40	.42

CHOCOLATE (Sweet Coatings)

Invincible, per lb.....	$0.38	$0.40
Challenge, per lb.....	.37	.39
Peerless, per lb.....	.35	.37
Bitter Sweet, per lb.....	.40	.42
Milk Chocolate, per lb....	.42	.43

CHOCOLATE PASTE
Invincible, for making chocolate pies, icings, etc.

5-lb. jars	2½-lb. jars	1¼-lb. jars
Per lb. $0.45	$0.47	$0.50

Fla-ko, for your convenience in flavoring and coloring chocolate icings.
In 5-lb. cans, per lb.....$0.30
In 10-lb. cans, per lb..... .29

CITRON

	25-lb. Bxs.	10-lb. Bxs.	5-lb. Bxs.
Fancy, per lb.....$0.50		$0.52	$0.53
Lemon Peel	.40	.41	.42
Orange Peel	.40	.41	.42

CLEANING POWDER (g)

	280-lb. Bbls.	80-lb. Kegs	25-lb. Bags
Wyandotte, per 100 lbs....$5.15		$6.20	$7.20
5-bbl. lots (one delivery) per 100 lbs.....$5.02½			
10-bbl. lots (one delivery) per 100 lbs..... 4.90			
Bbls. of 50 5-lb. bags, per bbl.....$15.45			
Soap Chips, amber, per lb.....$0.22			

15 lbs. Soap Chips, 15 lbs. Wyandotte C. and C., 50 gallons water, boiled together, makes 50 gallons of soft soap.

	250-lb. Bbls	75-lb. Kegs.	
Wyandotte Building Detergent, per 100 lbs..$7.30		$8.35	
5-bbl. lots, per 100 lbs.		....	$7.17½
10-bbl. lots, per 100 lbs.		....	7.05
Bbls. of 50 5-lb. bags, per bbl.....$21.40			

Sweeping Powder (Bull Dog Brand)
Lays dust in sweeping. One handful goes as far as two of most others.
In 250-lb. drums, each.....$5.65

COCKROACH POWDER
Shure-Kure Roach Powder, in 1-lb. cans, per lb. $0.50
Dead Shot, in 1-lb. cans, per lb..... .50
Noggle's Perfection Roach and Insect Destroyer (Liquid).
Per gallon $7.00
Per pint 1.00

NEED MORE—A POWDER
(Kills Roaches, Ants, Flies, Mosquitos, Chicken Lice, Plant Lice, Rose Slugs, Fleas, Cabbage Worms, Boll Weevil, etc.)
Small Size, 4 oz. net, per can.....$0.25
Large Size, 1-lb. 4 oz. net, per can..... 1.00

Double-Quick—Fly and roach powder. The universal insect killer—kills 'em quick. Small size, $0.25; medium, $0.50; large.....$1.00
In 5-lb. cans, each.....$ 6.50
In 10-lb. cans, each..... 12.50

Rat-Swat—It embalms and dries them up.
Mammoth size, $3.00. Medium size, 50c.
Small size ..... .25

COCOA (Ground)

	200-lb. Bbls.	50-lb. Drums	5-lb. Cans
No. 1, per lb.....$0.44		$0.45	$0.50
No. 2, per lb..... .40		.42	.43
No. 3, per lb..... .38		.41	.43

COCOA BUTTER AND SUBSTITUTES
See Candy Maker's Department page 31.

COCOANUT (Domestic)

	140-lb. Bbls.	50-lb. Boxes	Less
Thread, long, per lb.....None in stock			
Macaroon, fine ground, per lb..	.31	.33	.34
Sliced, or Chip (comes in wide strips) per lb.....	.32	.34	.35

COCOANUT (Ceylon Sugarless)

	120-lb. Cases	Less
Thread, long, per lb.....None in stock		
Shred, short, per lb.....	.35	.36
Macaroon, fine ground, per lb....	.32	.33
Sliced, or Chip (comes in wide strips), per lb.....	.36	.37

COCOANUT OIL

	50-lb.	25-lb.	10-lb.	5-lb.
Konut, per lb.....$0.30		$0.31	$0.32	$0.33

COLOR—CARAMEL (Noggle's Vegetable)
Per gal. (in 5-gal. lots).....$3.50
Per single gal..... 3.00
Per quart ..... .85

Noggle's Vegetable Brown Paste—especially adapted for coloring Ice Cream.
6-lb. Jars, per lb.....$0.45
3-lb. Jars, per lb..... .48
1½-lb. Jars, per lb..... .50

COLORS (Certified Form)

GOOD, STRONG LIQUID COLORS—NOGGLE'S	Pint Bottles	Quart Bottles
Brilliant Blue Brilliant Green Brilliant Orange Brilliant Red (Light Red) Brilliant Rose (Dark Red) Brilliant Yellow (Lemon Shade) Special Yellow No. 1—Golden Shade Egg Color	95c	$1.75

Any of above liquid colors in gallon lots.$6.50
Special Yellow No. 2, gallon, $4.50; quart, $1.25; pint. ..... .75

KOHNSTAMM'S CERTIFIED FORM PASTE COLORS	6-oz. Bottles	1-lb. Bottles
Brilliant Blue Paste Brilliant Brown Paste Brilliant Crimson Paste* Brilliant Green Paste Brilliant Orange Paste Brilliant Red Paste, Light Brilliant Violet Paste Brilliant Yellow Paste	$1.25	$2.50

Brilliant Pink Paste, 1-lb. bottle, $2.75; 6-oz. bottle 1.50
Brilliant Rose, Liquid, dark red, 1-lb. bot., $3.50; 6-oz. bottle $1.85
*Brilliant Crimson Paste Color gives practically the same color as Cerisole Red.
6-oz. size 1.50
1-lb. size 2.75

Burnett's Paste Colors—
Blue, Green, Orange, Pink, Dark Red, Scarlet, Yellow.
3-oz. bottle $1.00
6-oz. bottle 1.50
12-oz. bottle 3.00

We are out of the Blue, Pink and Green in 3-oz. sizes.

COLORS LIQUID (Vegetable)

	1-lb. Bottles	½-lb. Bottles
Sap Light Red.....$1.00		$0.60
Brilliant Rose	1.00	.60
Brilliant Orange	1.00	.60
Brilliant Green	1.00	.60
Brilliant Yellow	1.00	.60
Brilliant Blue	1.00	.60

Danish Cheese Color,
In 1-gallon bottles only, per gal.....$3.50

CONDENSED MILK

Per case of six 1-gal. cans.....$7.00

CONES

See under Ice Cream Cones, Page 18.

CORN STARCH

Market on all corn products changing daily; do not expect these prices to hold good from one day to the next. They are subject to daily changes.

	140-lb. Bag	50-lb. Bag	Less
Per 100 lbs.....	$7.25	$7.75	$0.08½

Per case of 40 1-lb pkgs.... 3.60

CREAM OF MAIZE

Market on all corn products changing daily; do not expect these prices to hold good from one day to the next. They are subject to daily changes.

In 100-lb. bags, per bag.....$5.33
Less quantity, per lb..... 5.60

CREAM TARTAR

	6-lb. Cans	Less
U. S. P. Pure, per lb.....	$0.84	$0.85
Compounds, per lb.....	.55	.58

CREAM TARTAR SUBSTITUTE

	10-lb. Cans	6-lb. Cans	Less
Aero Cream	$0.28	$0.29	$0.30
Monarch Cream, in 5-lb. cans, per lb.....			.35

CRYSTALIZED FRUITS AND FLOWERS

See Candy Maker's Department, Page 22.

CURRANTS (Recleaned)

	350-lb. Bxs.	50-lb. Bxs.	Less
Per lb.	$0.24	$0.25	$0.26

DANISH CHEESE COLOR

In 1-gallon bottles only, per gal.....$3.50

DATES

None in Stock.

DIASTO

	175-lb. bbls.	70-lb. drums	30-lb. box
Per lb.....	$0.14	$0.14½	$0.16

DRAGEES (Silver)

Extra Small, No. 000—About 1-16" dia., per lb., $1.50; per ¼ lb.....$0.40

No. 0 about ⅛ in. dia., **No. 1** about 3-16 in. dia., **No. 2** about ¼ in. dia., **No. 3** about 5-16 in. dia., and **No. 4** about ⅜ in., dia. Any size, per lb., $1.00; per ¼ lb., $0.30.

Small irregular shape, assorted, or large irregular shape, assorted per lb, $1.00; per ¼ lb. $0.30.

EGG (Powdered Whole Egg)

In 10-lb. cans, per lb.....$1.25
In 5-lb. cans, per lb..... 1.28
Less, per lb..... 1.30

Guaranteed to work in baking wherever whole egg is needed. 1 lb. Whole Egg takes the place of 3¼ doz. shell eggs.

EGG YOLKS (Powdered)

Guaranteed to work in baking wherever fresh Yolks are needed. 1 lb. of Egg Yolk Powder takes the place of 4 doz. shell egg yolks.

Successful formula.—Soak 1 lb. egg yolk powder in 5 lbs. (5 pints) water at least 2 hours. Then add 1 oz. baking soda and let stand 2 hours longer. **Keep in cool place.**

In 10-lb. cans, per lb.....$1.20
In 5-lb. cans, per lb..... 1.22

EGLIKE (Compound)

Bbls. of 250 lbs., per lb.....$0.95
In 5-lb. cans, per lb..... 1.00
In 1-lb. cans, per lb..... 1.05

One pound Eglike equals 4½ dozen shell eggs.

EGG WHITES

Egg Albumen Crystals, per lb.....$2.50

EGG WHITE SUBSTITUTES

	1-lb. cans	5-lb. cans	10-lb. cans	30-lb. drums
Noggle's Whip Top Powder, for meringues only. Per lb.....	$1.50	$1.45	$1.42	$1.40

Noggle's Angel Cake Powder (For Angel Food Cake).

In 1-lb. cans.....$1.55
In 5-lb. cans..... 1.50
In 10-lb. cans..... 1.48
In 25-lb. cans..... 1.45

ENAMEL (Cemcoat)

Made expressly for Bakery and Confectionery walls and wood work.

In 1-gal. cans, per gal..... 2.65
In 5-gal. cans, per gal.....$2.50
Kept in white color only.

Cemcoat Sizing—A coat of sizing insures a good, smooth surface for painting and holds the paint to the wood or metal.

In 1-gal. cans, per gal.....$2.65
In 5-gal. cans, per gal..... 2.50

EVAPORATED FRUITS

Apples—Choice evaporated, 50 lb. boxes per lb. .....None in Stock
Less, per lb.....None in Stock
Apricots—Choice evaporated, 25-lb. boxes, per lb..... .36
Less, per lb..... .37
Cherries—Evaporated 150-lb. bbls. 50-lb. Imported.....None in Stock
Figs—Layer, 10-lb. boxes, per lb..... .33
Peaches—Evaporated.....None in Stock
Raspberries—Evaporated 210-lb. Bbl. 25-lb. Pail
Dried, per lb.....No Stock at Present

EXTRACTS AND FLAVORS (1)

(1) These goods are made to give flavor to oven goods. The excessive heat kills the flavor of some vanilla. Select one of these and let your customers advertise your cookies and cakes.

BAKERS' GRADES.

VANILLA, Vanillin, Coumarin, Compounds.

Price per gal. in	10-gal. bbls.	5-gal. kegs	5-gal. kegs	Single gal.	Per qt.	Per pt.
Burbox	$8.50	$9.00	$9.50	$10.00	$2.60	$1.45
Atlock	6.50	7.00	7.50	8.00	2.10	1.20
Kaffir	5.50	6.00	6.50	7.00	1.85	1.05
Exole	5.00	5.25	5.50	6.00	1.60	.95
Reno	3.50	3.60	3.75	3.85	1.00	.60

Baker's Grade.

LEMON Flavor—Terpeneless Compound.

Price per gal. in	10-gal. bbls.	5-gal. kegs	5-gal. kegs	Single gal.	Per qt.	Per pt.
Atlock	$8.00	$8.25	$8.50	$9.00	$2.35	$1.25
Kaffir	7.75	8.00	8.25	8.50	2.25	1.20
Exole	5.00	5.25	5.50	6.00	1.60	.95
Reno (imitation)	3.50	3.60	3.75	3.85	1.00	.60

ICE CREAM AND FOUNTAIN GRADES.

VANILLA, Pure Bean absolutely.

Price per gal. in	10-gal. bbls.	5-gal. kegs	5-gal. kegs	Single gal.	Per qt.	Per pt.
Superb	$12.00	$12.25	$12.50	$13.00	$3.25	$1.80
Challenge	11.00	11.50	12.00	12.50	3.15	1.75
Oprig	....	....	....	9.00	2.35	1.30
Thurrig	....	....	....	8.00	2.10	1.20

VANILLA, Vanillin and Coumarin Compounds.

Price per gal. in	10-gal. bbls.	5-gal. kegs	5-gal. kegs	Single gal.	Per qt.	Per pt.
Invincible	$9.00	$9.50	$9.75	$10.00	$2.75	$1.55
Climax	8.00	8.50	8.75	9.00	2.35	1.30
Puritan	7.00	7.50	7.75	8.00	2.10	1.20
Acme	6.00	6.50	6.75	7.00	1.85	1.05

LEMON Flavors—Terpeneless. Pure.

Price per gal. in	10-gal. bbls.	5-gal. kegs	5-gal. kegs	Single gal.	Per qt.	Per pt.
Superb	$12.00	$12.25	$12.50	$13.00	$3.25	$1.80
Invincible	9.00	9.50	9.75	10.00	2.75	1.55
Burbox	8.25	8.50	8.75	9.25	2.40	1.35

LEMON Flavor—Terpeneless Compound.

Price per gal. in	10-gal. bbls.	5-gal. kegs	5-gal. kegs	Single gal.	Per qt.	Per pt.
Climax	$8.25	$7.50	$8.75	$9.00	$2.35	$1.30
Puritan	7.25	7.50	7.75	8.00	2.10	1.20

CONFECTIONERS' GRADES

VANILA, Vanillin and Coumarin Compounds.

Price per gal. in	10-gal. bbls.	5-gal. kegs	5-gal. kegs	Single gal.	Per qt.	Per pt.
Infernas	$8.00	$8.50	$8.75	$9.00	$2.35	$1.30
Zacapa	7.00	7.50	7.75	8.00	2.10	1.20
Victa	....	....	....	7.00	1.85	1.05

LEMON Flavor—Terpeneless Compound.

Price per gal in	10-gal. bbls.	5-gal. kegs	5-gal. kegs	Single Gal.	Per Qt.	Per Pt.
Infernas	$10.00	$10.50	$10.75	$11.00	$2.85	$1.55
Zacapa	8.25	8.50	8.75	9.00	2.35	1.30

EXTRACTS, ASSORTED.

Almond, Anise, Caramel, Capsicum, Cassia, Chocolate, Clove, Coffee, Ginger (Jamaica), Honeysuckle, Mace, Nutmeg, Orange, Peppermint, Pistache, Rose, Wintergreen, Spearmint, Hoarhound, Caraway, Cardamon, Wild Cherry, Clover and Sassafras.

	Per gal.	Per qt.	Per pt.
Superb	$12.00	$3.25	$1.80
Invincible	10.00	2.75	1.55

Ether Compound Flavors

Strawberry, Pineapple, Banana, Peach, Cherry Maple, Violet, Blackberry, Raspberry, Apricot, Apple and Grape.

	Per gal.	Per qt.	Per pt.
Superb	$12.00	$3.25	$1.80
Invincible	10.00	2.75	1.55

MAPLE IMITATION FLAVOR.

	Per qt.	Per pt.	½ pt.
Perfection Brand	$3.00	$1.70	$1.00

One ounce of Perfection Maple flavors and colors 1 gallon simple syrup, making a fine imitation Maple Syrup.

	Per gal.	quart	Pint	½ pt.	4 oz.
Crescent Mapeline	$12.50	$3.50	$1.90	$1.10	$0.60

	Per gal.	Per qt.	Per pt.
Tutti Fruitti (1)	$8.00	$2.25	$1.20

True Fruit Extracts, Concentrated

Strawberry	per pint	$1.50
Raspberry	per pint	1.50
Cherry	per pint	1.50

BURNETT'S EXTRACT AND FLAVORS

	Gallons	Half Gals.	Quarts
Vanilla	$18.00	$9.50	$5.50
Lemon	18.00	9.50	5.50
Almond Extract, per pint			$2.50
Raspberry Flavor (imitation), per pint			2.50
Strawberry Flavor (imitation), per pint			2.50

FIGS

Figs, Layer, 10-lb. boxes, per lb $0.33

FIG PASTE

About 30 lbs. to kit, per kit $6.50

FLA-KO

For your convenience in flavoring and coloring chocolate icing.

In 5-lb. cans, per lb $0.30
In 10-lb. cans, per lb ..... .29

FLOUR

	50-lb. Bags	Less
Granulated, per lb	$0.21	$0.22

Oatmeal
Fine ground, per lb $0.07

Kora
(Wheat flour sub.), per 100-lb. bag $6.75

Potato Flour (White)
100-lb. sacks, per lb $0.13
Less, per lb ..... .20

Rye Flour, Dark, Pure. 98-lb. bags $4.35
48-lb. bags 2.35

Tapioca Flour—A good thickener.

	50-lb. Bags	Less
Granulated, per lb	$0.21	$0.22
Pulverized, per lb	.23	.24

	100-lb. Bags	Less
Rice Flour, per 100 lbs	$9.89	$10.85

Whole-Wheat—Purina—Checkerboard Brand.
24-lb. bags, per bag $1.70
48-lb. bags, per bag ..... None in stock
98-lb. sacks, per sack ..... None in stock
Checkerboard wrappers, 14x18, 300 to bundle. Per bundle $1.30

FLY AND INSECT POWDER (Sure Killer)

DOUBLE QUICK.
Small size, $0.25; medium, $0.50; large $1.00
5-lb. cans, $6.50; 10-lb. cans $12.50

NEED MORE
(Kills Roaches, Ants, Flies, Mosquitoes, Chicken Lice, Plant Lice, Rose Slugs, Fleas, Cabbage Worms, Boll Weevil, etc.)
Small Size, 4 oz. net, per can $0.25
Large Size, 1 lb. 4 oz. net, per can 1.00
Dead Shot, in 1-lb. cans, per lb ..... .50
Shure-Kure Roach Powder, 1-lb. cans, per lb. .50
LACK-A-FLY, 8 oz. $1.75; 16 oz 3.00
Bellows for Lack-a-Fly, each 1.00

FLY PAPER—Tanglefoot

Per case of 5 cartons (250 double sheets) $4.25
Per carton of 50 double sheets 1.00

GELATINES (m)

	In 100-lb. cases	Less
Japanese, per lb	Out of Stock	
Silver Medal, in sheets, per lb	2.00	2.05

Gold Medal—Out of stock, unable to get any.

	140-lb. bbls.	Less
Shred. OUT—unable to get.		
Granulated.	Bbls.	Less
No. 1, per lb	$1.10	$1.15
No. 2, per lb	1.00	1.05

GLUCOSE

	650-lb. bbls.	350-lb. ½-bbls.	130-lb. Kegs	60-lb. Kegs
No. 43, per 100 lbs	$7.00	$8.00	$8.50	$9.00

GLYCERINE (Pure White)

In 50-lb. cans; per lb., $0.55 ..... less $0.60

GUMS

Arabic (Powdered), per lb $0.75
Shellac (White), per lb ..... .65
Ball (for Chewing Gum Machines):
Per box of 100 ..... $0.65
In 5 and 10 box lots, per box ..... .60

HOARHOUND HERB

See Candy Maker's Department page 22.

HONEY (Strained) (Strictly pure)

10-lb. can, per lb $0.30
60-lb. can, per lb ..... .26

ICING PASTE FLAVORS (Colored)

Invincible Brand—All flavors: Apple, Apricot, Banana, Blackberry, Bitter Almond, Caramel, Cherry, Coffee, Ginger, Lemon, Maple, Orange, Peach, Pineapple, Pistaschio, Plum, Raspberry, Rose, Strawberry, Tutti Frutti, Vanilla, etc.

	1¼-lb. Jars	2½-lb. Jars	5-lb. Jars
Per lb.	$0.50	$0.47	$0.45

Flako—Flavor and color for chocolate icings.
10-lb. can, per lb $0.29
5-lb. can, per lb ..... .30

Kremoline (banana, cherry, lemon, maple and pistashie flavors only).

	2-lb. Jars	5-lb. Jars
Per lb.	$0.50	$0.45

ICE CREAM POWDER (Noggle's)

1-lb. cans $0.45
5-lb. cans, per lb ..... .40
10-lb. cans, per lb ..... .39
25-lb. drums, per lb ..... .38
50-lb. drums, per lb ..... .37
100-lb. drums, per lb ..... .36
22-5lb. barrels, per lb ..... .35

ICING PRODUCTS

Not over 100 lbs. sold to a customer till shortage is relieved.

100-lb. drum	50-lb. bags	30-lb. bags	Less
$12.00	$12.20	$12.25	$12.50

ICING AND CAKE FILLERS.

Marshmallow Paste—A little of Noggle's Marshmallow Powder, as priced below, a little sugar, a little beating. Result: A fine marshmallow cake filling. See full directions under Marshmallow Paste, second column, page 19. Also, full directions with each can of powder.

Marshmallow Powder (Noggle's).
1-lb. can $1.50
5-lb. cans 1.45
10-lb. cans 1.42
24-lb. cans 1.40

ICE CREAM CONES

PURITY—Unsweetened, 5-inch.

Box of 100	Box of 250	Box of 1200
$0.70	$1.60	$6.50

EVER-CRISP—A Sweetened Cone; "Can't Be Beat"; 5-inch.

Box of 100	Box of 250	Box of 1000
$0.80	$2.00	$7.00

SO GOOD—Unsweetened, 4½-inch.

Box of 100	Box of 1200
$0.50	$5.25

KAS-MO (A Cocoa Butter Substitute)

See Candy Makers' Department page 22.

JELLY

Glucose Apple Jelly Compound.

B-D Brand Glucose Jelly, per kit.....$3.10
In 5 kit lots..... 3.05
In 10 kit lots..... 3.00

JELLY (Challenge)

Extra Glucose Sugar Apple Jelly Compound.

In 30-lb. kits, per kit.....$4.25

JELLY (Pure Sugar and Apple)

Layer Cake Filler or Marmalade (Perfection Brand)

True Fruit — Strawberry, Peach, Blackberry, Raspberry, Gooseberry, Pineapple and Apricot, in 30-lb. kits, per kit.....$5.75

Fig Paste.

In about 30-lb. kits, per kit.....$6.50

KA-FLAV (A Mace Substitute)

30-lb. pails, per lb., 42c; 6-lb. cans, 45c; 1-lb. cans, 50c.

WHOLE POTATO FLOUR

	100-lb. bags	Less
Per lb.	$0.18	$0.20

KONUT

	50-lb.	25-lb.	10-lb.	5-lb.
Per lb.	$0.30	$0.31	$0.32	$0.33

KORA

Wheat Flour Substitute, per 100-lb. bag....$6.75

Lard—Use Noggle's B. D. Shortening

This is a much richer and better shortening, and can be used in baking to take the place of lard. Gives better results for less money.

Sold at prevailing market prices. Ask us for quotations.

LAYER CAKE FILLER (Marmalade Perfection Brand)

True Fruit — Strawberry, Peach, Blackberry, Raspberry, Gooseberry, Pineapple and Apricot, in 30-lb. kits, per kit.....$5.75

Marshmallow Powder

In 1-lb. cans, per lb.....$1.50
In 5-lb. cans, per lb..... 1.45
In 10-lb. cans, per lb..... 1.42
In 30-lb. cans, per lb..... 1.40

Try this powder. It makes the finest kind of layer-cake filling.

LEMON JUICE (Pure)

Use anywhere you would use fresh lemons.

3 doz. ½ pints to case, per case.....$8.50
1 doz. ½ pints..... 3.00
½ pint bottle, each..... .30

LICORICE ROOT (7 inch)

See Candy Maker's Department page 22.

MAIZE (cream of)

Market on all corn products going up daily; do not expect these prices to hold good from one day to the next. They are subject to daily changes.

In 100-lb. bags, per bag.....$5.33
Less quantity, per lb..... 5.60

MALT (O. P. Liquid)

In ½ barrels (about 250 lbs.), per lb.....$0.13½
In barrels (about 450 lbs.) per lb..... .13
In 56-lb. cans, per lb..... .14½

MAPLE SUGAR

Canadian, per lb. $0.57

MALT (Dry)

	175-lb. bbls.	70-lb. drums	30-lb. box
Diasto (s). Per lb.	$0.14	$0.14½	$0.16

(s) If you want nice golden brown bread, moist and fresh, try this Diasto. This is similar to liquid malt in results. Saves 25 per cent of your sugar. Saves 25 per cent of your lard. Saves 10 per cent of your yeast.

MARSHMALLOW PASTE—(Noggle's)

How to make Marshmallow Cake Filling from Noggle's Quick Action Marshmallow Powder when quick results are wanted. Requires from 3 to 5 minutes to whip up: Dissolve 2½ ounces of Noggle's Quick Action Marshmallow Powder in 1 pint warm soft water. Whip up stiff. Fold in little at a time, 2 pounds sugar (half granulated and half powdered is best) and ¼ ounce cream of tartar. Flavor to suit with Noggle's Invincible Extract. This batch will cover about 450 square inches ¾ inch thick. While this product is ready to use as soon as made, it will keep several days if kept from the air.

Many fine recipes and full directions included with each can of powder. See prices below:

MARSHMALLOW POWDER (Noggle's)

For Icings and Layer Cake Filling—

1-lb. cans.....$1.50
5-lb. cans..... 1.45
10-lb. cans..... 1.42
30-lb. cans..... 1.40

MAZETTA (For Cream Work)

See Candy Maker's Department, page 22.

MILK (Condensed)

Per case of six 1-gal. cans.....$7.00

MILK (Powders)

(u) Real milk without the moisture. It has been difficult to make milk users appreciate that there really is such a thing—no imitation. But gradually all are learning that it does not sour. They don't have to wait for the milkman. Results just as good as with fresh milk.

MILK POWDER (M. & S.)

In barrels, per lb.....$0.31
In 50-lb. drums, per lb..... .33
In 10-lb. cans, per lb..... .35

MILK POWDER (Buttermilk)

In 200-lb. barrels, per lb.....$0.19
In 100-lb. drums, per lb..... .20

MINCEMEAT (Moist)

	450-lb. bbls.	250-lb. ½-bbls	150-lb. kegs	46-lb. kits	29-lb. kits
Invincible—Too warm to ship.					

MINCEMEAT (Condensed)

Challenge, 5-lb. bricks.....$0.20
In cases of six 5-lb. bricks..... .19
In five case lots..... .17½
M. & S., in 5-lb. bricks..... .21
In case lots of six 5-lb. bricks..... .20
In five case lots..... 18½

MOISTO (The Cold Water Icing)

Makes icing that will keep fresh and moist for days. Ask for free sample.

In 5-lb. cans, per lb.....$0.35
In 10-lb. cans, per lb..... .32

MOLASSES (New Orleans)

	50-gal. bbls.	half bbls.	10-gal. kegs.	5-gal. kegs.
Sunlight, Extra Light per gal.	$0.69	$0.76	$0.83	$0.85
Extra Choice. (Light). per gal.	.65	.72	.80	.84
Invincible (Medium), per gal.	.54	.60	.65	.70
Onola (Dark), per gal.	.48	.52	.63	.65
Berkley (Dark), per gal.	.44	.50	.58	.62
Berkley, in 15-gal kegs, per gal.				.54

MUSTARD

In gallon jugs, per gal.....$0.85

NOUGAT CREAM

See Candy Maker's Department page 22.

NUCOA BUTTER

See Candy Maker's Department page 22.

NUTS (Shelled)

	Price per lb Cases	Less
Almonds—Selects (28-lb. cases)	$0.68	$0.70
Almonds—Valencias (28-lb. cases)	.62	.64
Almonds—Jordans (28-lb. cases)	.65	.67
Black Walnuts (28-lb. cases)		Out of
Brazils—Pieces (28-lb. cases)		Out of
Cachew (28 cases)		Out of
Filberts (50-lb. bags)	.63	.65
Pecan (Halves) 28-lb. cases	out of	
Pecan (Pieces) 28-lb. cases	1.23	1.25
English Walnuts (⅛s) 55-lb. c	.92	.95
English Walnuts (pcs) 55-lb. c	.90	.93
Pignolias (28-lb. cases)	.60	.62
Pistachios (28-lb. cases)		none

	5-bag lots.	125-lb. bags.	Less.
Peanuts, No. 1 Spanish	$0.26	$0.27	$0.28

OATMEAL (Fine Ground)

Per lb. $0.07

OILS ESSENTIAL

Almond, per lb.	$14.00
Anise, per lb.	3.00
Cassia, per lb.	3.00
Cloves, per lb.	2.00
Lemon (H. P. Imported), per lb.	3.00
Lemon (Imitation Oil of), per gal.	5.00
Lemon (Imitation Oil of), per qt.	1.50
Lemon Oil Emulsion, per gal.	6.00
Lemon Oil Emulsion, per qt.	1.75
Lime, per lb.	5.00
Mace, per lb.	1.90
Nutmeg, per lb.	1.80
Orange (Sweet), per lb.	5.50
Orange Oil Emulsion, per gal.	6.00
Orange Oil Emulsion, per qt.	1.75
Peppermint, per lb.	10.50
Spearmint, per lb.	6.00
Sassafras	2.00
Wintergreen (Oil of Betula), per lb.	4.25

OIL (Cottonseed). Write for prices.

OIL (Slab)

See Candy Maker's Department, Page 23.

OVEN CEMENT (For Flues, etc.)

In 10-lb. cans, per can $1.50

PAINT (Cemcoat Enamel)

Made expressly for Bakery and Confectionery walls and wood work.

In 5-gal. cans, per gal. $2.50
In 1-gal. cans, per gal. 2.65
Kept in white color only.

Cemcoat sizing—A coat of sizing insures a good, smooth surface for painting and holds the paint to the wood or metal.

In 1-gal. cans, per gal. $2.65
In 5-gal cans, per gal. 2.50

PARAFFINE

Per lb. $0.20

PARAFFINE SUBSTITUTE

	100-lb. cases	10-lb. cake
Parasub, per lb.	$0.32	$0.34

PEANUT BUTTER

	10-lb. cans	30-lb. cans	55-lb. cans
Price, per lb.	$0.28	$0.26	$0.25

PEELS

	25-lb. boxes	10-lb. boxes	Less
Lemon	$0.40	$0.41	$0.42
Orange	.40	.41	.42
Citron.			
Fancy, per lb.	.50	.52	.53

PIE FILLING POWDERS

	30-lb. Pails	14-lb. Pails	Less
Lemon, per lb.	$0.18	$0.19	$0.20
Orange, per lb.	.18	.19	.20
Chocloate, per lb.	.18	.19	.20
Cream, per lb.	.18	.19	.20
Strawberry Cream, per lb.	.18	.19	.20
Pineapple Cream, per lb.	.18	.19	.20
Cherry Cream, per lb.	.18	.19	.20
Custard, per lb.	.28	.30	.32

(w) Water, only, added to these pie filling powders; then slightly cooked. Directions with each package. Samples free.

PIE FRUITS (Solid Pack Cans)

	Case Lots
Apples—	
Arkansas—No. 10, per doz.	6.75
5-doz. lots, per doz.	6.50
Apricots—No. 10, 12 to case.	
5 case lots	10.75
1 case lots	11.00
Blackberry—12 cans to the case	Out of
Cherries—Fancy No. 10, case of 12	Out of
Gooseberries—No. 10, 12 to case	14.00
Logan Berries—Out of stock.	
Peaches (pld.)—No. 10 Cal., 12 to c.	10.60
5 case lots	10.50
Pineapples—Grated, per doz.	13.00
Pumpkin—No. 10s, per doz.	4.00
Pumpkin—No. 3, per case 2 doz.	3.50
Rhubarb—No. 10, 12 to case, per case	Out of

PIE FRUITS (Evaporated)

Apples—Choice evaporated.
50-lb. boxes, per lb. 13c; less . . . . . None
Apricots—Choice evaporated.

50-lb. boxes, per box	$0.35
25-lb. boxes, per lb.	.36
Less, per lb.	.37

Cherries—Evaporated.

	150-lb.	50-lb.	Less
Imported. . . .			Out of stock
Peaches—Evaporated, 25-lb. boxes, per lb.			None
Raspberries.	210-lb. bbl.	25-lb. pail	Less

Choice Evap., per lb.—No stock at present.

PIE PLATES (Paprus)

500 in bundle	5 in.	6 in.	7 in.	8 in.	9 in.
Per 1,000	$1.95	$2.10	$2.45	$2.70	$3.00

10c per 1,000, less in 10,000 lots.

PIE TOP POWDER

For tops of soft pies and merangues.

	1-lb. can	5-lb. can	10-lb. can	30-lb. drum
Per lb.	$1.50	$1.45	$1.42	$1.40

PINK BEANS (For Chili)

Per lb. $0.13
In bags, per lb. 12

POTATO FLOUR

	200-lb. sacks	Less
White, per lb.	$0.16	$0.18
Whole, per lb.	.18	.20

POP CORN

Snow Pop, per lb. $0.12½ $0.14

PULVO—Icing

	100-lb. drum	50-lb. bag	30-lb. bag	Less
Price, per lb.	$12.00	$12.20	$12.25	$0.12½

RAISINS

	50-lb. cases per. lb.	Less per lb.
Bleached. . . .	None in stock	
Seedless Sultanas (small, grow without seeds)	$0.19	$0.20
5-case lots, 250 lbs., per lb.	.18½	. . . .
Seeded Raisins (large raisins with seeds removed) in 25-lb. boxes, per lb.	.17	.18
In 10-case lots, per lb.	.16½	. . . .

RASPBERRIES

	210-lb. bbls.	25-lb. pails	Less
Evaporated, per lb.	No stock at present.		

RAT-SWAT

It embalms and dries them up.

Small size	$0.25
Medium size	.50
Mammoth size	3.00

RICE FLOUR

	100-lb. Bags	Less
Rice Flour, per 100 lbs.	$9.80	$10.85

All Prices Subject to Change Without Notice.

ROACH EXTERMINATORS

Dead Shot, etc. Same as under Cockroach Powder, which see on page 16.

SALT (Liberty Brand)

Single barrels of 280 lbs.	$3.85
5-barrel lots, per barrel	3.75
10-barrel lots, per barrel	3.65
25-barrel lots, per barrel	3.60

Sold in barrels only. Price F. O. B. Kansas City.
Ask for special price on car lots (about 150 barrels).

SALT (Rock)

In 10-bag lots, per bag	$1.40
In 200-lb. bags, per bag, each	1.50

SEEDS

	125-lb. bags.	Less
Anise Seed—Out of stock. Unable to get.		
Caraway seed, whole	$0.57	$0.60
Caraway seed, ground	..	.98
Blue Poppy	.75	.78
Coriander seed, ground	.08	.10
Cardamen seed, ground	..	1.75
Black Mustard	.20	.21
Yellow Mustard	.30	.35

SHORTENING—Use Noggle's B. D. Brand.

This is a high quality vegetable shortening of uniform grade, and can be used in baking wherever mix calls for butter, lard or any compound. Gives the same results at less cost.

Sold at prevailing market prices. Ask us for quotations.

SOAP CHIPS (see page 16)

SODA (Bi-Carbonate)

	400-lb. bbls.	112-lb. kegs	Less
Per lb.	$0.05	$0.05½	$0.06

SPICES (Ground)

	bbls.	drums	10-lb. cans	6-lb. cans	Less
Cinnamon Invincible brand, pure	$0.35	$0.36	$0.37	$0.38	$0.40
Challenge brand, pure	.31	.32	.33	.34	.36
Ginger Invincible brand, pure	.25	.26	.27	.28	.30
Ka-Flav—A Mace substitute. 30-lb. pails, per lb., 42c.; 6-lb. cans, 45c; 1-lb. cans, 50c.					
Mace Invincible brand, pure	.80	.82	.85	.90	.92
Nutmeg Invincible brand, pure	.55	.60	.65	.66	.68
Allspice Invincible brand, pure	.22	.23	.24	.25	.27
Cloves Invincible brand, pure	.45	.46	.47	.48	.50
Pepper	..	..	..	..	..
Invincible brand, Black, pure	.46	.47	.48	.49	.50
White, pure	.49	.50	.51	.52	.54
Cayenne	.45	.46	.47	.48	.50
Mustard, pure	.32	.33	.34	.36	.35
Sage, Rubbed, pure	.26	.27	.28	.30	.32
Coriander, pure	.15	.16	.17	.18	.20

SUGAR (BREAD)—Cerelose

Price, per 100-lb. bag $9.50

SWEEPING COMPOUND (B.-D. Brand)

Lays dust in sweeping. One handful goes as far as two of most others.

In 250-lb. drums, each $5.65

TAPIOCA FLOUR

	50-lb. drums	Less
Pulverized, per lb.	$0.23	$0.24
Granulated, per lb.	.21	.22

VANILLA (see Extracts)

WAFER (or Rice Paper)

100 sheets (about 2-lbs. to package, per package $2.25

WHIP TOP POWDER

For tops of soft pies and merangues.

1-lb. can	5-lb. can	10-lb. can	30-lb. drum
Per lb. $1.50	$1.45	$1.42	$1.40

WYANDOTTE SANITARY CLEANER AND CLEANSER

	280-lb. bbls.	80-lb. kegs.	25-lb.
Wyandotte, per 100 lbs.	$5.15	$6.20	$7.20
5-bbl. lots (one delivery) per 100 lbs.			$5.02½
10-bbl. lots (one delivery) per 100 lbs.			4.90
Bbls. of 50 5-lb. bags per bbl.			$15.45

	250-lb. bbls.	75-lb. kegs.	
Wyandotte Building Detergent, per 100 lbs.	$7.30	$8.35	
5-bbl. lots, per 100 lbs.	....	....	$7.17½
10-bbl. lots, per 100 lbs.	....	....	7.05
Bbls. of 50 5-lb. bags, per bbl.			$21.40

Candy Makers' Department

ACIDS

See Baker's Department page 15.

ALBUMEN CRYSTALS

	100 lb. cases	Less
Russian, per lb.	$2.40	$2.50

ANGELIQUE

See Baker's Department page 15.

BALL CHEWING GUM

For use in Gum Machines.

Per box of 100	$0.65
In 5 and 10 box lots, per box	.60

CARAMEL CREAM (Laurel)

About 50-lb. kegs, per lb. $0.25

CHILI BEANS (Pink)

See Baker's Department page 16.

CHOCOLATE (Bitter, Sweet and Milk)

See Baker's Department page 16.

COCOA BUTTER

Per lb. $0.65

COCOA BUTTER SUBSTITUTE

	56-lb. Cases	Less
Kasmo, per lb.	$0.32	$0.34
In-Re-Co., per lb.	.33	.35
Kokoreka, per lb.	.33	.35
High-Melt (melts at 140 deg.	.45	.47
Nucoa Butter, per lb.	.33	.35

COCOANUT OIL

	50-lb.	25-lb.	10-lb.	5-lb.
Konut, per lb.	$0.30	$0.31	$0.32	$0.33

COCOANUT (Domestic)

	140-lb. Bbls.	50-lb. Drums	Less
Thread, long, per lb.	none in stock		
Macaroon, fine ground, per lb.	.31	.33	.34
Sliced, or Chip (comes in wide strips), per lb.	.32	.34	.35

COCOANUT (Ceylon Sugarless)

	120-lb. Cases	Less
Thread, long, per lb.	None in stock	
Shred, short, per lb.	.35	.36
Macaroon, fine ground, per lb.	.32	.33
Sliced, or Chip (comes in wide strips), per lb.	.36	.37

COLORS (Liquid and Paste)

See Baker's Department page 16.

CONDENSED MILK

See Pages 17 and 31.

CONES—ICE CREAM

PURITY—Unsweetened, 5-inch.

Box of 100	Box of 250	Box of 1200
$0.75	$1.60	$6.50

EVER-CRISP—A Sweetened Cone; "Can't Be Beat"; 5-inch.

Box of 100	Box of 250	Box of 1000
$0.80	$2.00	$7.00

SO GOOD—Unsweetened, 4½-inch.

Box of 100	Box of 1200
$0.50	$5.25

MARSHMALLOW CONE—A small cone filled with marshmallow to retail at 1 cent each. Per 100, 75 cents; per 1,000, $7.00.

All Prices Subject to Change Without Notice.

CREAM TARTAR

	6-lb. Cans	Less
U. S. P. Pure, per lb.	$0.84	$0.85

CRYSTALLIZED FRUITS

Cherries (pieces) in 30-lb. pails, per lb. $0.60
Less, per lb. ..... .65
Imported (whole), 8¾ lb. boxes, per lb. .... .90
In 5-lb. boxes, per lb. ..... .92
Pineapple Cores, in 25-lb. boxes, per lb. ..... .75
Less, per lb. ..... .80
Pineapple Slices, in 5-lb. boxes only, per lb. ..... .90
Pineapple Fingers, in 6-lb. boxes only. Per lb. ..... .95
Assorted Fruit, in 5-lb. boxes Per lb. 1.00
In 1-lb. fancy boxes, per lb. 1.25
Ginger, 1-lb. cans, per can ..... .75
In 5-lb. lots, per lb. ..... .72

CRYSTALLIZED FLOWERS

Mint Leaves, per lb. $1.75
Rosebuds, white, per lb. 1.50
Rosebuds, pink, per lb. 1.50
Rose Leaves, pink, per lb. 1.50
Rose Leaves, white, per lb. 1.50
Violets, per lb. 2.00

DATES

None in Stock.

EXTRACTS AND FLAVORS

The candy kettle will not burn out the flavor. Select one of these and let your customers advertise your candies.

CONFECTIONERS' GRADES

VANILLA, Vanillin and Coumarin Compounds.

Price per gal. in	10-gal bbls.	5-gal. kegs	Single kegs	Per gal.	Per qt.	Per pt.
Infernas	$8.00	$8.50	$8.75	$9.00	$2.35	$1.30
Zacapa	7.00	7.50	7.75	8.00	2.10	1.20
Victa				7.00	1.85	1.05

Lemon Flavor—Terpeneless Compound

Price per gal. in	10-gal bbls.	5-gal. kegs	Single kegs	Per gal.	Per qt.	Per pt.
Infernas	$10.00	$10.50	$10.75	$11.00	$2.85	$1.55
Zacapa	8.25	8.50	8.75	9.00	2.35	1.30

EXTRACTS, ASSORTED

Almond, Anise, Caramel, Capsicum, Cassia, Chocolate, Clove, Coffee, Ginger (Jamaica), Honeysuckle, Mace, Nutmeg, Orange, Peppermint, Pistache, Rose, Wintergreen, Spearmint, Hoarhound, Caraway, Cardamon, Wild Cherry, Clover and Sassafras.

	Per gal.	Per qt.	Per pt.
Superb	$12.00	$3.25	$1.70
Invincible	10.00	2.75	1.55

Ether Compound Flavors

Strawberry, Pineapple, Banana, Peach, Cherry, Maple, Violet, Blackberry, Raspberry, Apricot, Apple and Grape.

	Per gal.	Per qt.	Per pt.
Superb	$12.00	$3.25	$1.80
Invincible	10.00	2.75	1.55
Tutti Fruitti	7.00	2.00	1.15

True Fruit Extracts, Concentrated

Strawberry ..... per pint $1.50
Raspberry ..... per pint 1.50
Cherry ..... per pint 1.50

FIGS

Figs, Cooking, 50-lb boxes, per lb. ..... None
Layer Figs, 10-lb. boxes, per lb. $0.33

FLY PAPER—Tanglefoot

Per case of 5 cartons (250 double sheets) .. $4.25
Per carton of 50 double sheets 1.00

FOUNTAIN FRUIT SPECIALTIES

See Pages 23 and 24.

GELATINES

	In 100-lb. cases	Less
Japanese, per lb.	None in stock	
Silver Medal, in sheets, per lb.	$2.00	$2.05

Gold Medal—Out of stock, unable to get any.

Shred.

OUT—Unable to get.

Granulated.	Bbls.	Less
No. 1, per lb.	$1.10	$1.15
No. 2, per lb.	1.00	1.05

GLUCOSE

	650 lb. bbls.	380 lb. ½-bbls.	120 lb. Kegs	60 lb. Kegs
No. 43, per 100 lbs.	$7.00	$8.00	$8.50	$9.00

GLYCERINE (Pure White)

In 50-lb. cans, per lb. $0.55 ..... less $0.60

GUMS

Arabic (Powdered), per lb. $0.75
Shellac (White), per lb. ..... .65
Tragacanth (Turkish), per lb. 1.50
Ball for chewing gum machine, per box of 100 ..... .65
In 5 and 10 box lots, per box ..... .60

HIGH-MELT (Melts at 140 deg. F.)

A cocoa butter substitute, for use in candy making—everything except chocolates. Use 1 oz. to 5-lb. batch. Extra fine for chewing candies.

56-lb. case, per lb. $0.45
Less, per lb. ..... .47

HOARHOUND HERB

Per lb. $0.55

ICE CREAM CONES

See under Cones.

KAS-MO (A Cocoa Butter Substitute)

Get next to Kas-Mo—the best substitute for Cocoa Butter on the market.

	56-lb. Cases	Less
Per lb.	$0.32	$0.34

KOKOREKA

	56-lb. Cases	Less
Per lb.	$0.33	$0.35

KONUT

	50-lb.	25-lb.	10-lb.	5-lb.
Per lb.	$0.30	$0.31	$0.32	$0.33

LICORICE ROOT (7 inch)

Per lb. $0.60

MAPLE SUGAR

Canadian, per lb. $0.57

MAZETTA CREAM (for Cream Work)

	420-lb. *Bbls.	200-lb. ½-Bbls.	100-lb. Kegs	50-lb. Kits
Per lb.	$0.13½	$0.15	$0.15½	$0.16½

*We do not carry in stock barrels of Mazetta Cream. Price quoted on these is F. O. B. Chicago.

MILK (Condensed)

Per case of six 1-gal. cans $7.00

NOUGAT CREAM (for Making Nougat)

	200-lb. Bbls.	110-lb. ½-Bbls.	50-lb. Kegs
Per lb.	$0.21¾	$0.23½	$0.24

We don't carry barrels in stock. Price quoted is F.O.B. factory.

NUCOA BUTTER

A good Cocoa Butter substitute.

	56-lb. Cases	Less
Per lb.	$0.33	$0.35

NUTS (Shelled)

See under Baker's Department, page 20.

OIL (Essential)

See under Baker's Department, Page 20.

OIL (Cocoanut)

Used for cooking nuts, baking, etc.——a pure cocoanut oil.

	50-lb.	25-lb.	10-lb.	5-lb.
Per lb.	$0.30	$0.31	$0.32	$0.33

OIL (Slab)

Per gal. $3.00

PAINT (Cemcoat Enamel)

Made expressly for Bakery and Confectionery walls and woodwork.

In 1-gal. cans, per gal. 2.65
In 5-gal. cans, per gal. $2.50

Kept in white color only.

Cemcoat sizing—A coat of sizing insures a good, smooth surface for painting and holds the paint to the wood or metal.

In 1-gal. cans, per gal. $2.65
In 5-gal. cans, per gal. 2.50

PARAFFINE

Per lb. $0.10

PARAFFINE SUBSTITUTE

	100-lb. Cases	10-lb. Cake
Parasub, per lb.	$0.32	$0.34

All Prices Subject to Change Without Notice.

POP CORN

	Bags	Less
Snow Pop, per lb	$0.12½	$0.13½

SLAB OIL (for use on Candy Slabs)

Per gallon $3.00

SODA (Bi-Carbonate)

See Baker's Department, page 21.

STARCH

See Corn Starch under Baker's Dept., page 17.

VANILLA

See Extracts.

WAFER (or Rice Paper)

100 sheets (about 2-lbs. to package) per package $2.25

FOUNTAIN SUPPLIES

ACID (Fountain)	No. 1	No. 2
Phosphate, per gal	$2.00	$1.00
Phosphate, per quart	.55	.30
Fruit, per gal	3.50	2.50
Fruit, per quart	1.00	.75

ALLEN'S RED TAME CHERRY

Per gallon	$3.00
In 4 1-gal. jug lots, per gal	2.90
In 10 1-gal. jug lots, per gal	2.80

APPLJU ("Drink an Apple")

Size of Bottle	Weight Per Case	Bottles Per Case	Price Per Case
6 oz.	57 lbs.	4 doz.	$5.97
14½ oz.	55 lbs.	2 doz.	5.70

Federal tax paid by manufacturers.

BEVO—The New Drink

2 dozen to the case, per case $2.50

90c allowance for full case of empties returned, freight prepaid to Kansas City.
Missouri state tax and government Federal tax paid.

BROMO-SELZER

½-lb. bottles, per bottle $1.10

BUTTER SCOTCH SUNDAE DRESSING

Mallo-Scotch, in ½-gal. cans, per can $1.65

CARBONATED WATER

Case 50 Qts.	Carbonated Water	$6.00
Case 100 Pts.	Carbonated Water	3.50
Case 100 Qts.	Carbonated Water	7.00

Allowance for bottles in their cases, if freight prepaid to K. C.:

Qts., each	$0.02
Pts., each	.01½
Splits, each	.01

CHOCOLATE (Liquid Cocoa)

In ½ gal. jars, 6 to case, per doz $18.00

CHOCOLATE PASTE

5-lb. jars.	2½-lb. jars.
Per lb $0.45	$0.50

CIDER FLAVORS—Imitation

	Per gal.	Per qt.
Orange	$5.00	$1.50
Blackberry	6.00	1.75

COCOANUT—Toasted

Better than ground nuts for Sundae topping.
In 53-oz. can, per can $1.35

COCA-COLA

	1-gal. jugs.	5-gal. kegs.	10-gal. kegs.	40-gal. bbls.
Per gal	$2.00	$1.85	$1.75	$1.50

COCOA-MIL-KOKE—For Hot Chocolate

In 5-lb. cans, per lb $0.40
In 10-lb. cans, per lb ..... .38

Ready to use; add hot water, top with marshmallow, and serve.

FOAM PREPARATION (Soda Foam)

	Per gal.	Per qt.
No. 1	$3.00	$0.80
No. 2	1.50	.40

FRUITS (Crushed and Whole)

(For Fountain Use) In ½ gal. jars. 6 to the case.	C. F. J. Co.'s Per doz.	Frutana Naboth or S. W. N. Per doz.
Butterscotch Sundae	$22.00	$21.00
Caramel Nut	31.00	$30.00
Cherries, crushed	34.00	28.00
" W. & B.	None	28.00
" W. & B. gal. crocks	None	50.00
" W. & B. gal. crocks	None	4.50
" ruby. shredded	35.00	30.00
" whole, select ruby	40.00	38.00
" whole, white	37.00	37.00
" green Creme de Menthe	37.00	37.00
Chop Suey	18.00	20.00
Cocoa Syrup, Dark	18.00	18.00
Figs, shredded	24.00	24.00
Peaches, crushed	24.00	20.00
Peaches, sliced	30.00	$0.00
Pineapple, crushed	35.00	24.00
" cubes	36.00	None
" ruby crushed	36.00	30.00
Raspberry, black, whole	36.00	$0.00
" red, crushed	36.00	$0.00
Strawberry	48.00	38.00

FRUIT SYRUPS

(Concentrated, 1 gal. jugs only)	C. F. J. Co.'s Per gal.	Frutana Naboth or S. W. N. Per gal.
Banana	$3.00	$2.75
Blackberry	3.00	2.75
Cherry	3.50	3.00
Cocoa	None	2.50
Coffee	3.00	2.75
Cream of Mint	3.00	2.75
Grape	3.00	2.75
Lime Freeze	3.00	2.75
Lemon Messina	3.25	3.00
Mint, Freeze	3.00	2.75
Nectar	3.00	2.75
Orange	3.25	2.75
Peach	3.00	2.75
Pineapple	3.50	3.00
Raspberry	3.50	3.00
Red Raspberry	3.50	3.00
Red Orange	3.25	3.00
Strawberry	3.50	3.50
Vanilla	3.00	2.75

FOUNTAIN SYRUPS (Concentrated)

	Gal. jugs only
Banana, per gal	$2.75
Blackberry, per gal	2.75
Cherry, per gal	3.00
Chocolate, per gal	2.50
Cocoa	2.50
Coffee, per gal	2.75
Faust Gingerale, per gal	2.75
Ginger, per gal	2.75
Grape, per gal	2.75
Lemon, per gal	2.75
Maple, per gal	2.75
Nectar, per gal	2.75
Orange, per gal	2.75
Peach, per gal	2.75
Pineapple, per gal	2.75
Raspberry, per gal	3.00
Sarsaparilla, per gal	2.75
Sherbet, per gal	3.00
Strawberry, per gal	2.75
Vanilla, per gal	2.75

PREPARED Fountain Syrups—Ready to Serve.

Per gal....$2.10 ½-gal....$1.25 Qt....$0.75

GINGERALE SYRUP (Waukesha)

(Concentrated Syrup—make genuine Waukesha Gingerale. Better than bottled goods.)

Used at Fountain with carbonated water, 1 oz. to 8 oz. glass; cheaper than bottle gingerale, and better.

In quart serving bottles, each $0.75
Per gallon (in four 1-quart bottles) 3.00

All Prices Subject to Change Without Notice.

GINGERALE

	Genuine Waukesha	Eads
1 case of 50 24-oz. (quarts)....	$ 8.80	$7.70
1 case of 100 12-oz. (pints).....	11.00	9.90
1 case of 100 6-oz. (½ pints)..	9.90	8.80

Federal tax paid by manufacturers.

GRAPE JUICE

	Welch Per Case
4-oz.—6 doz. to case	out of stock
Pts.—2 doz. to case	out of stock
Qts.—1 doz. to case	out of stock

Federal tax paid by manufacturers.

HOT SODA GOODS

BOUILLON

Chicken, in pint bottles, per doz.	$ 5.00
Oyster, in pint bottles, per doz.	3.50
Fluid Beef, in pint bottles, per doz.	15.00
Beef and Tomato, quarts, per doz.	9.00
Beef Tea Extract, pints, doz.	12.00
Beef Tea Extract, ½-gallon, gal.	6.75
Beef Tea Extract, gallons, gal.	6.50
Chicken Bouillon, pints, per doz., C. F. J.	6.50
Clam Bouillon, 10 oz. cans, per doz.	4.00
Coffee Extract, pints, doz.	18.00
Ginger, pints, doz.	18.00
"Hot Stuff," quarts, per doz.	9.00

LIME JUICE—Pure

Per doz. so-called quarts (23-oz.)	$10.00
Per each so-called quarts (23-oz.)	1.00

One 23-oz. bottle is equal to 125 limes.

This lime juice is pressed from ripe fruit on the plantation where grown, making it of better flavor and more economic than using limes.

MALLOW—MARSHMALLOW-CREME

1-gallon cans.

Vanilla Flavor, per can	$1.30
Caramel Flavor, per can	1.30
Maple Flavor, per can	1.30

MALTED MILK—Milkose

In 10-lb. cans, per lb	$0.35
In 25-lb. cans, per lb	.32
In 100-lb. lots—4 25-lb. cans, per lb	.30

MALTED MILK (Borden's Eagle Brand)

25-lb. cans, per lb	$0.35
10-lb. cans, per lb	.38
5-lb. cans, hospital size, per can	**2.90**
Large sizes, 1-lb. net, per can	1.10

100-lb. lots (4 25-lb. cans) sent prepaid on drop shipments, except to jobbing points.

Coor's

10-lb. cans, per lb	$0.38
25-lb. cans, per lb	.35

MALLO SCOTCH SUNDAE

For Butter Scotch Sundaes.

In ½-gal. cans, per can	$1.65

MIL-KOKE—For Hot Chocolate

In 5-lb. cans, per lb	$0.40
In 10-lb. cans, per lb	.38

A milk cocoa—ready to serve. Just add hot water and top with marshmallow.

MILKOSE (A Malted Milk)

In 10-lb. cans, per lb	$0.35
In 25-lb. cans, per lb	.32
In 100-lb. lots—4 25-lb. cans, per lb	.30

MISCELLANEOUS FOUNTAIN SPECIALTIES

Mustard, in gal. jugs, per gal	$0.85

NUTS (Ground, Assortment)

Per lb.	$0.50

NUTS—(Suga-Nuts)

Put up in individual sanitary packages, just enough for one serving. Will not become rancid or wormy. 250 pkgs. in box, per box.. $2.40

Dunham's Sundae Cocoanut.

In 53 oz. cans, per can	$1.35

Don't overlook this—it beats regular ground nuts.

NUT PREPARATIONS

	½-gal.
Invincible Caramel Nut, doz.	$30.00
Invincible Chocolate Nut, per doz.	30.00
Invincible Maple Nut, per doz.	30.00
Special Sundae, any flavor	18.00
Mix-Nut Sundae, per doz.	30.00

ORANGEADE (Noggle's)

Gal. jugs only.

Orangeade, Concentrated Syrup, Noggle's	$2.10
6 gal. to case, per gal.	2.00
12 gals. (two cases) per gal.	1.95

1 gallon concentrated syrup makes 8 gallons Orangeade; ready to drink—nothing to add but water.

ORANGE JULEP (Howell's)

A concentrated syrup—gallon jugs only.

Single gallon	$2.10
6 gal. to case, per gal.	2.00

Freight prepaid on orders of 12 gallons or more.

ORANG-TANG PASTE—Noggle's New Drink

Put up in convenient paste form. One pound makes 35 gallons or 560 8 oz. (5c) glasses.

1¼-lb. jars, per jar	$ 4.75
2½-lb. jars, per jar	8.00
5 -lb. jars, per jar	14.00

PEACOCK

An established fountain drink in the East.

In 1-gal. jugs, per gal.	$1.75
In 1-gal. jugs, 4 to case, per gal.	1.70
In 10-gal. kegs, per gal.	1.65

PHEZ

Concentrated Loganberry Juice.

Size of Bottle	Weight per Case	Bottles per Case	Price per Case
2 oz.	31 lbs.	6 doz.	$8.25
4 oz.	27 lbs.	3 doz.	4.70
8 oz.	44 lbs.	3 doz.	8.95
12 oz.	40 lbs.	2 doz.	8.68
24 oz.	40 lbs.	1 doz.	8.14
64 oz.	70 lbs.	9 only	13.29

2½ per cent discount on 5 cases, one delivery.
5 per cent discount on 10 cases, one delivery.
Federal tax paid by manufacturers.

PHOSPHATES

(In gallon jugs only.)

Ruby Claret, per gal.	$3.50
Morella Cherry, per gal.	3.50
Wild Cherry, per gal.	3.50
Mint, per gal.	3.50
Grape, per gal.	3.50
Champagne, per gal.	3.50

ROOT BEER

Hires Fountain Syrup—Genuine.

	Per gal.
1 gal. Hires Syrup	$2.35
5 gal. Hires Syrup	2.25
10 gal. Hires Syrup	2.15
35 and 50 gal. Hires Syrup	2.00

Freight allowed on 35 and 50 gallon orders, all one shipment, but in no case to exceed 10 cents per gallon.

Discounts for Purchases Within the Year 1919.

On 100 or more gallons	5c per gal.
On 200 or more gallons	6c per gal.
On 300 or more gallons	7c per gal.
On 400 or more gallons	8c per gal.
On 500 or more gallons	10c per gal.

Payable after December 31, 1919, provided all bills have been paid within 30 days.

SODA STRAWS (Seamless)

Per single 1,000	$0.75
In 5,000 lots, per 1,000	.70
In 10,000 lots, per 1,000	.65
In 25,000 lots, per 1,000	.60
Case of 50,000, each	29.00

SUGA-NUTS

250 pkgs. in box, per box	$2.40

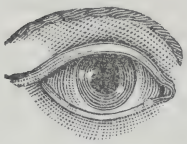
SYRUP—SIMPLE (Sugar)

None in Stock.

TOMATO NECTAR—The Best Hot Drink

Packed only in quart bottles, 12 to case, per case.	$9.00
Single quarts	.85

See Page 26 for Classified Want Ads.

Keep your  on this page FOR BIG BARGAINS

BAG HOLDERS.

No. 1 Wire Bag Holders, holds 4 size bags, each. $0.50

No. 2 Wire Bag Holders, holds 6 size bags, each. 1.00

STEEL WAGON BOXES.

Wood slats and frame made almost like a trunk. While they last.

1-bu. size, 20x10x13 in. deep, each..... $1.50
1½-bu. size, 20x16x8 in. deep, each..... 2.00
2-bu. size, 20x16x11 in. deep, each..... 2.25

ICE CREAM DISHERS.

33	5 to qt. No. 184 Tin Wood Handle I. C. dishers, each.....	.35	.15
21	10 to qt. No. 184 Tin Wood Handle I. C. dishers, each.....	.35	.15
18	12 to qt. No. 184 Tin Wood Handle I. C. dishers, each.....	.35	.15
31	16 to qt. No. 184 Tin Wood Handle I. C. dishers, each.....	.35	.15
25	20 to qt. No. 184 Tin Wood Handle I. C. dishers, each.....	.35	.15
6	14-to-qt. Cone-Shaped Bowl Ice Cream Dishers, aluminum.....	1.75	1.35
1	14-to-qt. Round-Shaped Bowl Ice Cream Dishers, aluminum.....	1.75	1.25
17	5 to qt. Cone Shape, All Metal Ice Cream Dishers (New).....	1.50	1.25

Ask for prices and designs in Imported Candy Boxes, they come in trunks, pianos, autos, market basket, etc. designs, very tasty.

ICE CREAM MAKERS' GOODS.

1	Only, 25-qt. 2nd hand Freezer Can for White Mtn. Freezer.....	5.00	2.50
4	Only, 20-qt. size, Galv Brick Tanks, 8½x8½x22. 2nd hand, each.	3.50	1.50
3	Only, 11¼x12¾x23½ High Galv. Rack for Brick Tank. 2nd hand..	5.00	2.00
3	Only, 10x14x19 High Galv. Brick Tanks, 2nd hand, each.....	3.00	1.25
1	Only, 10½x10½x19 in. high, Galvanized Brick Tank, second-hand.		1.50
2	Only, 7¼x8¼x11½ High Galv. Brick Tanks, 2nd hand, each.....	3.00	.75
3	Only, Round Malleable Iron, Tinned Wood Handle I. C. spoons, 11 in. long, 2nd hand, each.....	1.00	.40
1	Only, Square End Wood Handle I. C. spoons, 13 in. long, 2nd hand, each.	1.00	.40
1	Only, 4 Teeth, 30 in. long Ice Chisel, 2nd hand, each.....	1.40	.60

ICE CREAM TOOLS.

		Original Price Doz.	Sale Price Doz.
10	3-pint Heavy Tin Double Lid I. C. Brick Moulds, wired at center....	$0.40	$0.30
5	4-pint Heavy Tin Double Lid I. C. Moulds, wired at center (smoked slightly on outside).....	.50	.35
6	Milk or Cream Strainers, 10½x6x3¾ (smoked slightly).....	....	.35
2	Milk or Cream Strainers, 13½x5½x		
1	Milk or Cream Strainer, 13½x5½x		
2	Milk or Cream Strainers, 11¼x5x6 in. (smoked slightly), for use with cloth only	...	.15

BREAD PANS.

43	Only, Square Quaker Pans, sizes ranging from 3x3½ to 3⅞x3⅞x3¾, per dozen		.50
32	Tin Bread Pans, 8¼x3¼x2½, per dozen		1.00
3	Only, 10¼x6½x2¾ New Tin Bread Pans, strapped in threes.....	2.60	1.60
56	Only, 22½x10¼x1 New Russia Iron Counter Pans	5.00	2.50
92	Only, 11½x8¾x2 Iron Bread Pans, strapped in 2s, second-hand.....	2.25	1.00
56	Pans, No. 14, 11¼x7¼x2¾ inches, Russia Iron Bread Pans.....	3.00	1.75
35	Pans, 11½x7½x2 Tin B. Pans with handle (smoked slightly).....	1.35	.80
100	Pans, 11½x8½x2 Light Weight Tin Bread Pans with handles.....	1.10	.60
42	Pans, 16½x5¼x4 Slight Slant Pullman Pans without lids.....	6.00	3.75
	Above pans furnished with lids at	...	4.75

PATTY PANS OR MUFFIN PANS.

51	Doz. 2⅜x2⅜x⅝ in. deep Boston Squares, Round Bottom, Jelly or Patty Pans	.15	.10
2	Frames, 12 to Frame 2¾x1½ deep, Special Drop Cake Pans, Second Hand, per dozen.....	5.00	3.50
32	Only, 4-inch Scalloped Round Patty Pans, per doz.	.30	.15

PAPER CUTTERS.

Fastens under counter or shelf (Piqua-Japanned).

6	Holds 6-in. rolls of paper, each.	$0.50	$0.25
2	Holds 9-in. rolls of paper, each.	.50	.25
8	Holds 12-in. rolls of paper, each.	.75	.35
2	Holds 15-in. rolls of paper, each.	1.00	.50
3	Holds 18-in. rolls of paper, each.	1.00	.50
4	Holds 20-in. rolls of paper, each.	1.00	.50
2	Holds 24-in. rolls of paper, each.	1.00	.50
1	Holds 36-in. rolls of paper, each.	1.10	.55

CAKE AND PIE PANS, ETC.

22	Large Square Cake Pans, 7x7x1, per doz.		1.00
26	5-qt. Turban or Turk Head Cake Moulds, 10½x3¾ inches	2.50	1.25
34	4-qt. Turban or Turk Head Cake Moulds, 10x3½ inches	2.25	1.15
34	3-qt. Turban or Turk Head Cake Moulds, 9¼x3 inches	2.00	1.00
54	2-qt. Turban or Turk Head Cake Moulds, deep, 8x3¼ inches	1.75	.90
148	Pans, 7½x1½ inches deep Mountain Cake Pans	$0.50	$0.30
2	Only, Square Angel Food Pans, 8x8x3, second hand	2.50	1.20
36	Only, 9½ in. diameter, 2 in. deep, Round Sponge Cake Moulds with tubes, per doz.	1.50	.80

CAKE CUTTERS.

10	3¾-inch Round Scallop Cake Cutters, each	.25
2	3-inch Round Scallop Cake Cutters, each	.20
1	3-inch Plain Round Cooky Cutter	.15
1	3¼-inch Plain, Round Cooky Cutter	.05
1	3½-inch diameter Shamrock Cooky Cutter	.15
1	3½x3½ in. Plain Heart Cooky Cutter	.15
1	2½x3 in. Scalloped Heart Cooky Cutter	.10
1	5½x4¼ in. Rabbit Cooky Cutter	.15

OVENS.

1	120-loaf Perfection Oven tile shelf good as new	$227.00	$175.00
1	Only, No. 217 New Blodgett 4-shelf oven, capacity 64 loaves, tile shelves		200.00

CLASSIFIED ADVERTISEMENTS.

Rate—Three cents per word, each insertion, where mail or replies are directed to our care, requiring forwarding postage. Two cents per word, each insertion where direct address is used.

Attention, Bakers! We sell patent brick bake ovens that can be moved. Cash or time terms. Satisfaction guaranteed. Send for catalogue. Middleby-Marshall Oven Co., 600 S. Sixth Street, St. Louis, Mo. tf

For Sale—Peerless Moulder, good as new. Cheap for cash. Ryde's Bakery, La Crosse, Kansas.

Wanted—To hear from Robert Hays. Address H. M. Griffith, 1302 East Hodge Street, Tulsa, Okla.

For Sale—One of the best bakery and confectionery shops in Northwest Missouri. Only one in town of 2,000. Good mixer, motor, oven, etc. Store rent $20 per month. Address W. Z., care S. W. Noggle Co., Kansas City, Mo.

Kusa Bakery, for sale, Kusa, Oklahoma. tf

Noggle's Ice Cream Powder is a purely vegetable proposition and one that can't be beat. It increases the bulk and causes it to hold up, too. Conforms to all Pure Food laws and is an admirable substitute for gelatine, which some states prohibit.

NEW AND MISCELLANEOUS ITEMS.

Received too late to list in General Catalogue.

Gum Machine, for Ball Gum, each.....$7.00

Ball Chewing Gum, per 100.....$0.55
When bought with machine.

Catsup—In jugs only, each.....Out of

Packing Can Liners—Heavy cardboard, paraffined on both sides, to fit cans shown on page 233 of Tool Catalog.

	Per 1000	Per 100
1 quart	$11.25	$1.50
2 quart	12.60	1.60
4 quart	19.00	2.25
8 quart	26.00	3.00
12 quart	32.00	3.60
20 quart	45.00	5.00

Chair Back Covers—White duck only, with name in red letters.

	Per doz.
With name	$6.45
Without name	6.10

No. 12S Peanut Fryer 12 in. dia., 5½ in. deep with basket, will cook 6 lbs. of shelled peanuts and has hanger to drain grease back in fryer, price complete.....$3.50

No. 2. Electric Drink Mixer with detachable mixing arm.....20.00

Extra Agitators, each..... 1.25

Round Crimped Paper Baking Cups, 2¾ in. top dia., 2 in. bottom dia., 1 in. deep. The cup cakes are baked and sold in this paper cup. Packed 1,000 to the box, per 1,000..... 3.00

Pie Markers to mark the top of your 8, 9 and 10 in. pies into 5 equal parts, each..... .65

Pie Markers to mark the top of your 8, 9 and 10 in. pies into 6 equal parts, each..... .75

Seven Star Cookie Machines, drops plain round, oval and square cookies without any hole in them. Price, with two cutters state kind of cutters wanted, each..... 6.00

The following cutters can be furnished at extra cost:

No. 233, makes 3½ to 4 in. dia. Round Cookie; each..... 2.20

No. 501, makes 3½ inch in dia. Oval Cookie; each..... 2.20

18-in. Depositing Pans used when making doughnuts with the Little Wonder Machine; fits our regular 18-in. Cruller Fryer; price, each..... 2.00

6½ oz. Fancy, Heavy Coca Cola Glasses, per doz..... 1.50

BUTTERMILK COOLER

No. 13 1½-gal. capacity, each.....$20.00

COLORED TWINE.

Red Twine, in balls only, per lb..... 1.00

Fancy Brass Ball Twine Holders—Useful as well as ornamental. Special price, each.....$1.00

Mr. BAKERYMAN, LOOK AT THIS!

Inexpensive But Efficient

A "Bilt-Rite" Bottle Outfit

You can get in at small expense on the boom that's coming in Fountain Business, and clean up a nice bunch of money.

Among our line of "Bilt-Rite" Fountain outfits are a number of small Syrup Fountains that will answer every purpose until you can afford a larger outfit.

The above illustration shows one style of the outfits we have in stock—Six Syrup Bottles, Two Crushed Fruit Receptacles, Soda Draft and Refrigerator; just the thing for a small place. These outfits are moderately priced, and we have them ready to ship. No delay whatever.

We have the larger, complete outfits, also, which we can supply at short notice.

Get in communication with us at once.

The S. W. Noggle Company

KANSAS CITY **MISSOURI**

IF YOU WANT

Quality

USE

Red Star

COMPRESSED

Yeast

ADDRESS

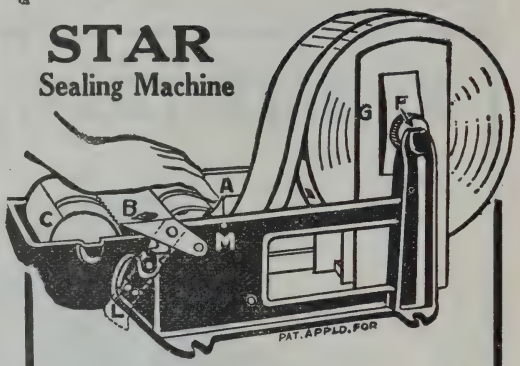
Red Star Compressed Yeast Co.

KANSAS CITY, MO., BRANCH
1414 Wyandotte St.

OKLAHOMA CITY, OKLA., BRANCH
719 No. Hudson St.

DALLAS, TEXAS, BRANCH
502 North Harwood St.

STAR
Sealing Machine



An indispensable device for users of gum tape. Sets on counter—takes up very little space. Has brass sanitary roller that moistens the tape. Holds any size tape up to 3 inches wide.

Price of Machine.....$5.00

	1 Roll	10 Roll	25 Roll
½-inch tape ..	$0.20	$0.18	$0.15
¾-inch tape ..	.35	.31½	.25
1 -inch tape ..	.40	.36	.30

Brown tape only kept in stock.

The S. W. Noggle Company
Kansas City, Mo.

Do You Make Candy?

A good candy kettle is the first need of the candy maker. Noggle sells 'em. Also books of instruction for beginners in the candy business. Also all the materials (see Bull Dog price list) that go in a batch of candy.

We can outfit you completely.

Get our Tool Catalogue, or send order for what you want. This is the time to get busy.

THE S. W. NOGGLE CO.
Kansas City.

'DoubleQuick" Insect Powder

Kills 'em quick, hence the name. Cockroaches, lice, moth, ants, flies, mosquitoes, gnats, bed bugs and **OVEN LICE.**

1 large Bellows, 23 in. over all..$2.50

Sold only with 5 and 10-lb. pkgs.

Powder, 10-lb. pkg. $12.50

5-lb. pkg..... 6.50

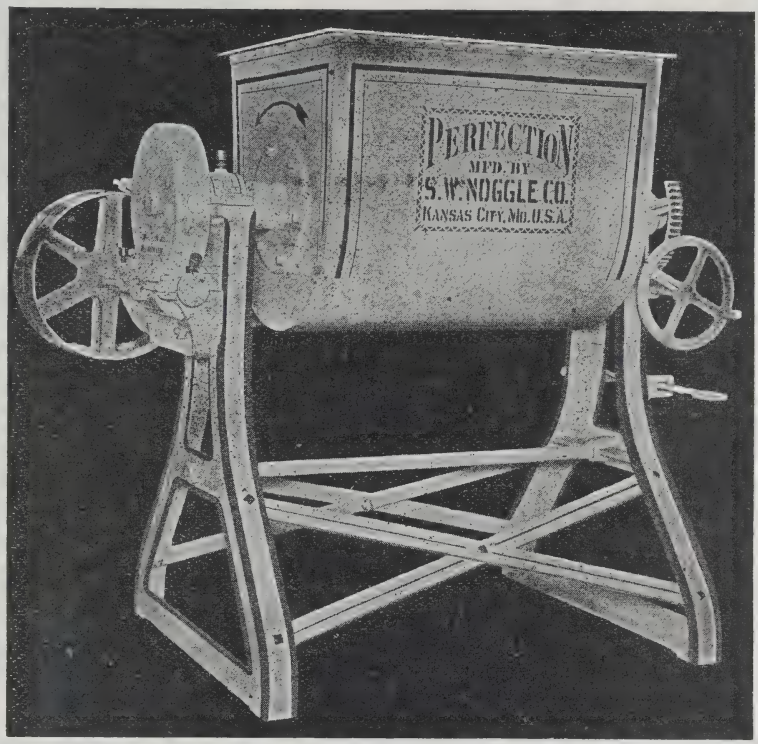
Trial pkg. 1.00

NOGGLE Sells It

The
Mixer
that
Makes
the
Money

Ask
for Prices
and Terms

Noggle
Kansas City



Candy Tools and Equipment

Are all your Needs Supplied?

We have a complete line of

Candy Furnaces, Gas Stoves, Candy Kettles, Batch Pans, Skimmers, Dippers, Droppers, Ladles, Scales, Thermometers, Gloves, Shears, Starch Patterns, Starch Boards, Sieves, Bellows, etc.

Your orders will have prompt attention. Ask for our Tool Catalogue No. 16,

The S. W. Noggle Co.
Kansas City, Mo.

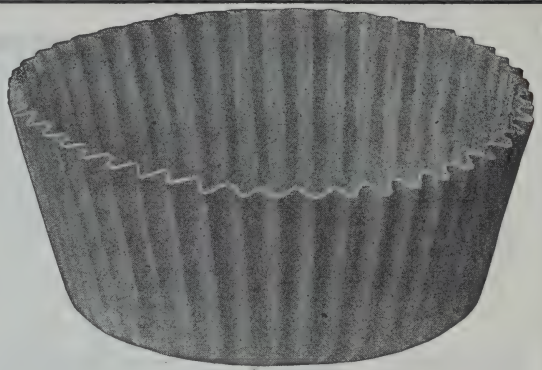
Paper Cup-Cake Baking Cups

Useful - Sanitary - Economical

Made of Special Heavyweight Wax Paper

The cup-cakes are baked and sold in these paper cups. No pans to grease or clean. A very sanitary and economical cup-cake that your trade will be pleased with. 2¾ inches diameter at the top; 2 inches diameter at bottom; 1 inch deep. Packed 1000 to box.

Price, Per 1,000, $1.60
5,000 Lots, Per 1,000, $1.55
10,000 Lots, Per 1,000, $1.50



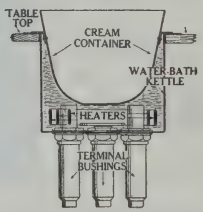
No order taken for less than 1000

THE S. W. NOGGLE CO., Kansas City, Mo. *The House of Quality and Service*

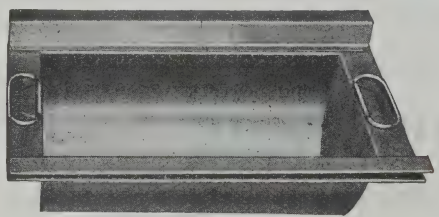
Electric Appliances for Candy Makers

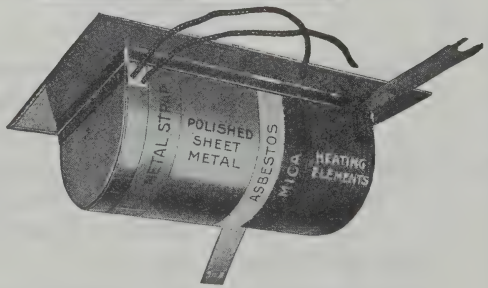
Electricity is Clean—No Waste of Heat —Accurate Control of Temperature

Here are only a few of the advantages of Electricity over gas, or other heating methods: Your product is improved, your quantity is increased, your cost is lowered.



Heater for Bon Bon Cream Kettle.





Electric Chocolate Warming Kettle Pan (above) and Heater.

These warming kettles are made of high grade tin, all seams carefully soldered, making it impossible for chocolate, moisture or dirt to penetrate to the heating apparatus.

The construction is simple, and the outfit can be easily installed on any table. A six-heat regulator insures uniform temperature of batch.

Prices and full information on request.

The S. W. Noggle Company

KANSAS CITY, U. S. A.

F L A - K O

A Chocolate Icing Paste.
Equally good for icing cakes, flavoring creams or filling pies.
Always ready for Use.

This paste comes in soft form, and will prove a great convenience and time-saver, as the color and flavor are in the paste.

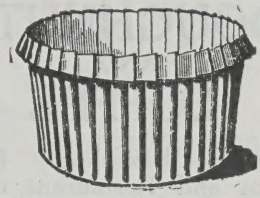
Its price, 30 cents a pound, will readily commend it to bakers.

Put up only in 5 and 10 pounds cans.

Full directions for use with each can.

Give it a trial.

THE S. W. NOGGLE CO.
KANSAS CITY, MO.

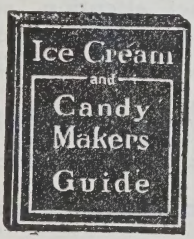


DECORATIONS

Many bakers and confectioners lose a nice profit in not handling fancy paper goods. Cake laces, doilies, crimped cups, bon-bon cases, frills, pie collars, etc., are so inexpensive and so ornamental that a customer's attention needs only be called to their use to make a sale.

Consult our General Catalogue under heading of Fancy Paper Goods for a complete line of these goods. You will find they add to the "looks" of your products and to your profits in handling.

THE S. W. NOGGLE CO.
KANSAS CITY, MO.



A Book You'll Need

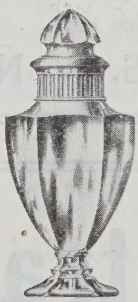
The Ice Cream Season is Coming. Next in importance to having a complete assortment of tools and materials for making creams, is a book of recipes that tells you how to make all the most desirable and best selling kinds.

Noggle's Ice Cream Guide will be a help to you. A lot of good candy recipes thrown in for good measure. Price only $1.60 postpaid.

When shipped with other goods, $1.50.

THE S. W. NOGGLE CO.
KANSAS CITY, MO.

For your Candy Shelves



Your stock of candies will look better and sell better when well displayed. For counter or shelf there is nothing better than glass jars and trays.

The Noggle line of these goods affords a wide choice of selection.

Ask for descriptive catalogue and price list.

THE S. W. NOGGLE CO.
Kansas City.

DOUGHNUTS AND COFFEE

Every Bakeshop, Lunch Room and Restaurant owner has the chance of a lifetime to get in on a real money-making proposition by the installation of a little

GEM DOUGHNUT MACHINE

This "little gem" of a mixer and cutter combined makes real doughnuts—not "sinkers"—and cuts them off so quick and fast that you fill the frying vat in less than a minute, so that all are cooked done at the same time.

The "GEM" produces a big, fluffy, perfectly cooked, crisp and wholesome doughnut that retails for 40 cents a dozen—or serve at the counter, two and a cup of coffee for 20 cents. Some profit—what! Put one of these little machines in your front window and start to work—it's a big ad for yor shop, and will attract attention, and draw trade for your other lines. Be the first to start a "GEM" in your town.

Price each . . . . . $65.00 f. o. b. Kansas City

THE S. W. NOGGLE COMPANY, Kansas City

Extracts Flavors

No Baker's Stock of Supplies Is Complete Without the NOGGLE LINE OF EXTRACTS, FLAVORS, COLORS, OILS, ETC.

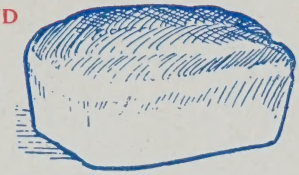
Our Extracts and Flavors are made with special view to giving a fine and finished flavor to all oven goods.

If unacquainted with this line of our goods, order a sample lot and test them for yourself. You will find them described fully in the Price List pages of the Bull Dog.

THE S. W. NOGGLE COMPANY, Kansas City, Mo.

Printed Wax Bread Wrappers

SELF-SEALING AND DRY WAXED PAPERS



The Bread Like Mother Baked

BROWN'S

Butter Crust

Guaranteed Full Weight

DESIGN No. 94 ANY WORDING DESIRED

THE S. W. NOGGLE CO. KANSAS CITY, MO

We are now prepared to fill orders for printed, waxed wrappers, on self-sealing as well as dry waxed paper. Samples of paper and designs sent on request.

The only sizes in which we can furnish self-sealing wrappers are indicated by a star (*).

	12x16	13x16	13x17	*13x18	*14x16	*14x18	*14x20	*15x18	15x20	15x22	16x26
Single Thousand	$4.25	$4.40	$4.55	$4.65	$4.50	$4.75	$5.00	$4.90	$5.15	$5.30	$6.25
2,000 to 4,000	3.60	3.75	3.90	4.00	3.85	4.10	4.40	4.30	4.75	4.90	5.85
5,000 to 9,000	3.25	3.45	3.60	3.70	3.55	3.80	4.10	4.00	4.50	4.65	5.60
10,000 to 24,000	3.10	3.30	3.45	3.55	3.40	3.65	4.00	3.90	4.40	4.55	5.50
25,000 to 49,000	3.00	3.20	3.35	3.45	3.30	3.55	3.90	3.80	4.30	4.45	5.40
50,000 and upward	2.90	3.15	3.30	3.40	3.25	3.50	3.85	3.75	4.25	4.40	5.35

Quantity prices apply to the number ordered in each size, design or color of ink, and not quantities made up of different sizes, designs or colors, and are printed in blue, red or black ink from our stock or type designs. Ask for price on special designs.

When ordering be sure to state: Whether self-sealing or dry waxed. How many wanted. Size wanted. Color ink to use. Design wanted. Exact wording wanted. If ounces are wanted, give number for each size.

The S. W. Noggle Co., Kansas City, Mo.

BIGGEST BAKERS' SUPPLY HOUSE IN THE UNITED STATES

THE BULL DOG

Candy Time Is Coming

Candy will be in greater demand than ever during the coming winter season. Sweets of every kind will take the place of intoxicating liquors, and it's "Soft Drinks" for summer and Candy for Winter. Plan for your fall and winter campaign NOW. Look over your equipment and stock supplies, and place your orders at once for all your needs. And don't forget that

The
Noggle House
can supply your
every need, either in
equipment or candy-making
supplies. We are the best service supply
house of Confectioners, Fountain Dispensers
and Bakers in the West. No delay in shipments. Ask
for catalogue of tools and price list of food supplies.

The S. W. Noggle Company

Kansas City, Mo.